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INTRODUCTION

1.1. Statement of the problem

Language is a potent instrument that enables us to not only articulate the current condition of the world as we see it, but also the world as it diverges from actuality. Despite my frequent visits to the coffee shop, the waitress always informs me upon my arrival that they have run out of tea, noting, "We are currently out of tea today." The diverse range of language use poses several challenges, especially in the field of social advertising. Language has a vital role in shaping and defining social identities and conventions, particularly in the context of gender, while also mirroring them. Within this setting, certain adaptations of the English language are altered to either attract or deter specific individuals, therefore mirroring fundamental social and cultural standards. For example, people all across the world may see Nike's "Just Do It" tagline as audacious and motivating. However, if this term is translated or significantly modified to enhance cultural relevance in other English-speaking nations, its influence may be modified.

The diversity in social advertising is a manifestation of the prevailing standards and anticipations of society, often linked to an individual's gender. Advertisements serve the purpose of not only promoting items, but also exerting an impact on societal perspectives about gender roles and expectations. Advertisements that highlight robust engines and assertive driving styles may implicitly imply that their primary target audience is mostly male. Nevertheless, the compassionate strategy used in several advertisements for household cleaning products implies that women are primarily responsible for doing these chores. When used in marketing, this kind of language has the capacity to reinforce conventional gender norms by implying that certain acts or items are more suitable for one gender than the other.

Furthermore, the use of English for commercial objectives exemplifies how language may either adhere to or question established gender standards. For instance, a Dove soap advertising in the United States may emphasise the product's smooth and luxurious texture, as well as methods for enhancing one's look, particularly focusing on conventional feminine ideals. However, in the United Kingdom, the same brand may endorse confidence and self-empowerment, aligning with a social transition towards gender equality and resilience. This demonstrates the ability to generate many presentation forms for a same product by taking into account the prevailing cultural norms and values.

Furthermore, variations in the way gender is perceived linguistically may also be seen via the disparities in English use among different regions within a nation. Commercials aimed at conservative populations should give priority to upholding conventional gender standards. On the other hand, in forward-thinking regions, advertising may question traditional beliefs and

promote the idea of gender fluidity and a wider variety of identities. In order to engage a mostly liberal audience, a fashion brand may choose to use a more inclusive and diverse vocabulary in its marketing efforts, particularly in metropolitan regions as opposed to rural ones.

Advertising language not only mirrors gender, but also actively moulds the significance of gender by promoting certain perspectives and behaviours as normal. The commercial's structure incorporates the careful choice of words, tone of voice, background, and accompanying graphics to create a continuous conversation between the advertiser and the audience. This discourse has the twin function of affirming and questioning gender identities. Toy producers perpetuate social inequalities by using terminology that categorises toys as either "for boys" or "for girls," thereby endorsing the notion that certain forms of play are intrinsically linked to a particular gender.

Analysing the language used in these cases is crucial for comprehending the impact of social advertising on, and its reciprocal relationship with, the constantly changing landscape of gender norms. Studying the English dialects used in advertising in different situations can enhance our comprehension of the intricate relationship between language, culture, and gender. The objective of this study is to analyse these layers in order to provide a thorough comprehension of how gender is portrayed and impacted via the language used in advertising. Analysing the subtle distinctions of the English language in various cultural and social contexts might enhance our comprehension of how advertising influences and modifies the societal standards that influence our perception of gender.

The importance of this study cannot be overstated in terms of developing advertising tactics that are aligned with gender and promote gender diversity instead of perpetuating stereotypes. To foster diversity, advertising should modify their language use. It is advisable to transcend conventional binary notions of gender and adopt a more comprehensive perspective on gender. This phenomenon stems from society's increasing recognition of the wide range of gender identities and the concept of gender fluidity. This transition not only represents the advancement of civilization but also fosters a more equitable community, since the language used in advertising no longer reinforces gender bias but instead acts as a medium for promoting gender inclusion. This modification signifies the progress of human society. Our objective accordingly is to increase awareness about the substantial impact of social advertising on the process of transformation, promoting a reassessment of how gender is formed and expressed in modern society. The ongoing investigation will enable us to successfully accomplish this task.

1.2. Aim and goals

The objective of this study is to examine the sociolinguistic nuances of the English language used in social advertising. The research specifically investigated the effects and manifestation of these differences on gender norms and identities across different cultural and social settings. This research is based on the concept that language helps not only to communicate apparent meanings, but also to communicate hidden social and cultural values that either support or question gender stereotypes. The main aim of this research is to analyse the strategies used by marketers to appeal to a wide range of consumers, while subtly integrating gender roles and beliefs into the language used in commercials. This study seeks to understand the wider impact of language use in the media on society's conceptions of gender via the analysis of numerous strategies. Furthermore, the results of this study will deepen our understanding of the complex relationship between gender, culture, and language. Moreover, it will shed light on how the language used in advertisements might impact and depict social identities. To facilitate a shift towards more equitable and unbiased representations of gender in the media is also among the prorities of the research. This will be achieved by offering recommendations on the use of advertising language that encompasses both males and females. Performing an extensive investigation is essential for developing tactics that not only cater to customer perspectives but also positively impact them in a socially acceptable manner.

1.3. Hypotheses

H1: Advertisements are adopting gender interpritation inn advertisement texts is a part of the social culture. language more often due to the decreased effectiveness of conventional gendered language signals in advertising among viewers in progressive or gender-neutral countries.

H2: Advertisements use language that corresponds to perceived masculine or feminine characteristics, depending upon the product or service being promoted.

H3: How advertising stylistic variation reflects age and social status pecularities of language community members.

H4: Stylistic variations as a factor altering the vocabulary, discourse structure and syntactic structure of advertisement texts.

1.4. Scope limitation

The scope of the study is focused on examining the effects of sociolinguistic variations of English used in social advertising on how people perceive gender in various cultural

environments. Accordingly,the investigation's purview is limited to English-language advertisements; it does not include other languages that could be widely spoken in multilingual areas. Furthermore, although taking into account a number of cultural factors specific to English speakers, the research does not include non-English speaking areas where English advertising could air. This limitation also restricts the results' worldwide applicability to English-speaking audiences. Furthermore, the research excludes other semiotic elements, such as audio and visuals, which may have a substantial influence on how individuals perceive gender since it focuses only on sociolinguistic qualities. By limiting the research to certain sociolinguistic elements, the investigation of advertising's wider effects is hindered.

English displays different standards in advertisements, scientific writings, and other service fields. (Sarma C.R.S. , 2020) defines the stylistic variations as altering one's vocabulary, discourse structure, syntactic structure to match the situation, context and changing intentional paradymes. The researchers identify that using the appropriate variation for different purposes gives clarity to the message, makes it more comprehensible and takes away absurdity and embarrasment (Ogendi G.M. , 2021, 84).

We fall from claiming to embrace unembraceable (i,e. all possible variations of language in use), restrict the scope of our study with identifying the potential properties of the stylistic variation of English for advertising purposes (Sarma C.R.S., "What is stylistic variation in language", 2020).

1.5. Importance

This study is important because it has the potential to expand our understanding of how sociolinguistic variations of the English language are used in social advertising to create and spread gender norms in different cultural settings.To gain understanding of how language influences societal norms and moulds ideas of gender roles, we explore the intricacies of language and its connection to gender in advertisements. We emphasise that the investigation is significant for many reasons, one of which is that it provides valuable insights into the strategies that marketers use to either attract or deter certain populations. These results may influence the ongoing discussion regarding gender equality and representation in the media over an extended period of time. Moreover, this research adds to the academic discussions on the capacity of language in the media to either question or reinforce established social frameworks. More precisely, it does this by offering a crucial perspective that can be used to scrutinise and evaluate the information that is ingested via the media. Therefore, it is important to understand these dynamics in order to develop advertising strategies that are more inclusive and

appropriately reflect the diverse range of clientele. Ultimately, our study has significant practical consequences for marketers and advertisers seeking to effectively and ethically interact with increasingly diverse global audiences. This research also adds to the current corpus of information in the domains of sociolinguistics and gender studies. The data might potentially be used as a reference for developing gender-neutral advertising content, and promoting more accurate portrayals of society in the media. This would constitute a favourable advancement.

1.6. Structure of the research

The first chapter serves as the introductory part of the research, laying the groundwork for the entire study. It begins by presenting aims and goals,importance,hypotheses to understand the context and significance of the research topic. This chapter outlines the main objectives and research questions that the study aims to address, providing a clear direction for the subsequent chapters. By setting the stage, the introduction chapter ensures that readers are well-informed about the scope and purpose of the research, making it easier to follow the detailed analysis and findings that follow.

The second chapter focuses on the methodology of the research, detailing the processes and techniques used to conduct the study. It begins by describing the research design, explaining whether a qualitative, quantitative, or mixed-method approach was utilized and why this choice was appropriate for the research questions. This chapter then delves into the specific methods of data collection and provides justification for selecting these particular methods. By offering a comprehensive overview of the methodology, this chapter ensures that the research process is transparent and reproducible, enhancing the study's credibility and reliability.

The third chapter establishes the basis for the theoretical framework that will be used to examine the gender implications of different forms of English used in social advertising. The framework will be used to examine the differences between the two. This book examines two important themes: language as a social practice and the role of language in shaping gender identities. It explores the fundamental principles of sociolinguistics and gender studies. Each of these themes is thoroughly analysed. This discussion also includes the issue of addressing the impact of globalisation on language usage in advertising. It specifically examines how English, which serves as a common language for communication on a global scale, both influences and is influenced by the prevailing gender narratives in various countries.

The last chapter of the study presents a thorough examination of a wide range of advertising from countries where English is the main language. This text presents an analysis of the language techniques used in advertising to promote age and scoial status inclusion to

target certain groups of people. These components include syntax, lexicon, and pragmatics. In addition, this chapter also analyses case studies that demonstrate how advertising language reflects broader societal changes in identifying how people seeage groups. This viewpoint offers a more detailed comprehension of the ever changing connection between the way language is used and the way society constructs age and scoial status roles.

An in-depth analysis explores the impact of this phenomena on human civilization. Analysing how viewers assess and react to age and status depictions in advertising, as well as the influence these portrayals have on traditional prejudices and norms, this study enables us to measure and quantify the audience's replies. Moreover, the chapter examines the possible influence of social advertising on public opinion and its prospective role in conversations about age and status in the countries where it is used.

CHAPTER 1. LITERATURE REVİEW

The topic of Language, Sex, and Gender Indicators encompasses a wide body of literature on how language-society interrelationship influences gender norms and how language reflects these norms. Studies on this subject generally address how language can reinforce or question gender roles, the effects of gender on language, and how language is used on gender issues.

Classic works (Lakoff's "Language and the Place of Women") foundationally in examine how language reflects gender norms. Deborah Tannen's book "Gender in Communication" looks at how language differs in communication between men and women.

There are studies examining how gender biases that exist in people's subconscious states are reflected in language use. Penelope Eckert's sociolinguistic work considers gender roles in language and throws light on how language reinforces gender norms.

There are studies examining the effects of language policies on gender equality. International organizations such as UNESCO publish reports on how language can contribute to gender equality.

The literature on this topic covers a broad perspective on understanding the complex relationships between language and gender. Those interested can gain a deeper understanding by focusing on key works in the fields of feminist linguistics, sociolinguistics, and gender studies.

Çolak (2018) conducted his research on 552 words that reveal their behaviors, attitudes, physical characteristics, and areas of expertise. These words were examined in 163 works written between 1890 and 2015. Çolak aimed to reveal which gender characters these words are used for (Çolak G. 2018). As a result of the analysis, it was seen that gender was attributed to 402 words. It was also revealed that negative adjectives such as moral weakness, rudeness, and irresponsibility, and positive adjectives such as wisdom, courage, and strength were used to describe male characters. It has been observed that positive adjectives such as self-sacrifice, cuteness, and fragility, or negative adjectives such as grumpy, bitchy, and talkative are used for female characters.

Deborah Cameron (2012), an eminent scholar in sociolinguistics, undertook a comprehensive inquiry into language variation in her seminal work, "Verbal Hygiene." In this seminal piece of literature, she undertook a comprehensive examination of the nuanced yet consequential disparities in language utilization, particularly within the realm of gender-based communication (Cameron D. 1995). The study employed a meticulous qualitative technique, which included thorough discourse analysis and an extensive examination of existing literature, to uncover the social norms and ideologies that impact language usage. Cameron's analysis

focused on the use of language as a means of performance and the influence of cultural expectations on individuals, including women, in their public communication, including social advertising. The aim of her research was to analyze the cultural influences that determine the speech patterns of women and how these variations are expressed in different kinds of media, highlighting the gender-specific characteristics of language. She determined that cultural standards for 'acceptable' language and communication frequently have profound associations with gender ideology, thus maintaining prejudices that restrict the linguistic autonomy of various genders. Cameron's research elucidated the profound influence of cultural norms on language usage and demonstrated how advertising functions as a mirror of these ingrained convictions, propagating gender-specific narratives through linguistic selections. Cameron's thorough analysis highlighted the importance of rigorously analyzing linguistic patterns in media and advertising to uncover biases and question established norms. This study offers vital insights into the interrelation between gender, language, and society.

Jennifer Coates' book (2015) "Women, Men and Language" offers a comprehensive analysis of how gender influences language usage. Coates examines the distinct communication patterns exhibited by males and females through the utilization of both qualitative and quantitative research methods, including ethnographic studies and thorough examination of authentic dialogues (Coates J. 2015).

The main emphasis of her work is on the origins of these discrepancies, which may be traced back to socialization processes that begin early in life. Coates found that males often adopt a more competitive strategy in verbal interactions, whereas females tend to prioritize collaboration and solidarity. Her viewpoint posits that the discrepancies in language mostly stem from cultural norms and expectations, rather than being inherent differences between genders. Coates also examines the broader implications of these findings, particularly in relation to power dynamics and gender inequality. She emphasizes the importance of challenging societal norms that restrict language usage, advocating for a more equitable understanding of linguistic diversity. Coates' observations illustrate the significant impact of gendered language patterns on how persons are perceived and treated in various personal and professional contexts. Her research has made a substantial contribution to our understanding of the connection between gender and language, hence stimulating more investigations into the nuanced variations in communication between genders.

Robin Lakoff's study (1973) "Language and Woman's Place" explores the correlation between language and the persistence of gender disparities, emphasizing how language mirrors and reinforces existing inequalities (Lakoff R. 1973). Lakoff's research employs a qualitative

methodology, which entails meticulous observation of verbal interactions and a comprehensive analysis of linguistic patterns. Lakoff's technique uncovers the correlation between particular speech patterns and linguistic characteristics, such as hedging, tag questions, and indirect requests, which are mostly linked to women's speech. This linkage supports the idea that women are seen as exhibiting less assertiveness or authority in comparison to males. Lakoff argues that language functions as a mirror of societal beliefs about gender and also functions as a mechanism for sustaining these beliefs by depicting women's speech as less important or valued. The research illustrates how differences in language intensify existing power imbalances, leading to the exclusion of women in social and professional settings. She has made substantial contributions to the field of language and gender studies, emphasizing the significance of critically analyzing how linguistic practices reflect and shape societal norms. The enormous impact of Lakoff's research on the intricate role of language in sustaining gender inequities has significantly influenced the discipline of sociolinguistics. Lakoff's ideas highlight the significance of overcoming biases and advocating for inclusive language practices. The findings of Lakoff have substantial and enduring consequences, leading to ongoing reflection on the impact of language on the persistence or rupture of gender disparities.

Penelope Eckert's research, titled "Jocks and Burnouts: Social Categories and Identity in the High School," (1989) provides a comprehensive examination of the correlation between linguistic variation among teenagers and their social identity and gender. Eckert conducted ethnographic research at a suburban high school, utilizing participant observation and interviews to thoroughly analyze the influence of social group connections on the language patterns of pupils. She discovered a strong correlation between language patterns and other social identities, such as gender and specific labels like "jock" or "burnout" (Eckert P. 1989).

Linguistic patterns function as markers of group membership and personal identity, reflecting and strengthening social hierarchy. Eckert's research illustrates that language plays a pivotal role for teenagers in molding and articulating their social identities. Gender, along with other sociocultural factors, significantly influences the development of these identities. The study emphasizes the intricate connection between language, gender, and social categorization, demonstrating that linguistic behaviors are firmly rooted in social frameworks and power dynamics. Eckert's study has yielded vital insights into the mutually dependent relationship between language and social identities, thereby making a significant addition to the comprehension of language and gender within the realm of sociolinguistics.

Janet Holmes in her book "Women", "Men and politeness" (2003) provides a comprehensive analysis of the manners of politeness, which differ based on gender. The

researcher utilizes observational inquiry and discourse analysis in diverse speaking contexts (Holmes J. 2013).

Identifying he primary objective of the study examining the correlation between gender and politeness, Holmes conducted a thorough analysis of the distinct tactics employed by individuals of varying genders to demonstrate politeness in various social contexts, encompassing both public and private environments. These methods are shaped by the dominant societal norms and expectations. Her research unveiled those women commonly employ linguistic strategies that are marked by politeness, such as hedging, indirectness, and positive politeness. Conversely, males generally employ language that is more straightforward and less mitigated. Holmes determined that these inconsistencies arise due to societal norms that impose higher demands on women to adhere precisely to standards of politeness in contrast to males. This can perpetuate gender stereotypes and shape perceptions of power and competence. Holmes's research has greatly enhanced our understanding of the intricacies of gender and communication. This exemplifies that politeness transcends mere lexical selection and instead reflects the fundamental frameworks of society. The study emphasizes the importance of taking cultural norms and expectations into account when examining language usage, particularly in relation to their influence on and reinforcement of gender roles.

Plante, Theoret and Favreaıl (2009) examined students' existing feminine and masculine perception of mathematics and language in their study. The purpose of the study is to evaluate the gender stereotypes that primary and high school students support for mathematics and language. 1137 French-speaking students from 6th grade (11-12 years old), 8th grade (13-14 years old) and 10th grade (15-16 years old) were selected for the research. As a result of the research, it was revealed that, contrary to traditional gender stereotypes, the feminine perception of mathematics course is dominant. Except for 6th grade students, other students do not believe that mathematics is masculine. It has also been revealed that language is seen as feminine at a high rate (Plante I. 2009).

In their study, Basfirinci and Cilingir Uk (2017) examined the consumption beliefs and actions of Turkish university students in terms of gender-based stereotypes and identity management. During the study process, answers were sought to the following three questions: 1)What products male and female university students prefer in their daily lives and whether the food preferences of male and female students are different from each other? 2)Whether there are gender-based stereotypes in foods in England, whether these gender-based stereotypes are shared by both men and women, and 3) Whether the gender stereotypes of foods are shaped according to gender. As a result of the research, it is seen that the participants have food

preferences according to gender and the favorite foods of male and female university students are quite different from each other. Another result is that the perception that kebab, pasta, pita is for men, while vegetables, fruits, salads and low-calorie products are for women but they also shared by both genders. While male participants' favorite foods were red meat products, female participants' favorite products were chocolate, meatballs and pastry (Basfirinci C. 2017).

Sheila L. Croucher (2018) conducted research on the complexities of language use in social advertising across many cultural settings in her work titled "Globalization and Belonging: The Politics of Identity in a Changing World." She examined how multinational corporations modify the English language in their advertisements to mirror the unique cultural characteristics of other regions, aiming to foster a feeling of connection and inclusiveness among a wide range of consumers. She found that effective global advertising often incorporates both local languages and widely spoken English. In her study, she used a Coca-Cola advertisement as an example, whereby the phrase was modified to include regional vernaculars in several English-speaking nations, with the aim of enhancing local involvement (Croucher S. 2018).

A notable example of language adaptation in social media marketing to enhance regional engagement is the Coca-Cola campaign, when it modified its slogan to include local dialects in several English-speaking countries. This advertising exemplifies language adaptability. As part of the larger "Share a Coke" campaign, this idea included adding popular regional names, phrases, and even informal language onto Coca-Cola bottle labels to strengthen their bond with distinct ethnic and linguistic communities inside those countries. Commonplace Australian English includes colloquial expressions like "mate" and "legend," which were used in the advertisement (Souza Tavares W. 2023). One significant advantage was that it helped to develop a personal connection with the listener. In the UK, the adjectives "lad" and "lass" were used, particularly using regional accents, to create a cosy and informal ambiance that appealed to younger demographics (Menaria P.S. 2015).

Furthermore, the advertisement inside the United States included casual American expressions of loyalty among friends, such as "Bro" and "Bestie." These expressions effectively depicted the informal and amicable communication style that is typical of social encounters in the United States. The proposed alterations were not just translations; rather, they were meticulously chosen choices aimed at capturing the essential traits of regional dialects. The aim of this undertaking was to augment the global brand's prominence and attractiveness to its local clientele. The choice of phrases was crucial since they had to be universally understandable across all nations, while also avoiding any local biases that may limit the accessibility of the message (AdNews. 2024, June 6).

The execution of this regionally focused approach led to an increase in revenue and enhanced both online and offline interaction. As a result, buyers were inspired to display their customized bottles on social media, therefore expanding the campaign's reach and impact. The effectiveness of the campaign was shown by the response that this strategy elicited. This strategy demonstrates how integrating and using regional linguistic peculiarities in advertising may provide the target audience a more personalized and engaging marketing experience. Coca-Cola demonstrated its global reach by using local English dialects in several countries, while also honoring local figures. This exemplified a proficient amalgamation of cognizance and reverence for indigenous culture with efficacious tactics for global marketing (Camankulova R.,&Ayhan N.,2020).

Adam Jaworski and Crispin Thurlow (2010) conducted an analysis of the intentional use of the English language in their study titled "Language and the Globalizing Habitus of Tourism: Towards a Sociolinguistics of Fleeting Relationships," which was published in the Journal of Sociolinguistics. The study examined the ways in which English language is used in social marketing strategies within the tourist industry to attract a global audience while preserving the unique characteristics of the local destination. Their study revealed that ads often use a combination of standard English and localized English versions to effectively communicate a sympathetic and accessible message. During their analysis, it was found that Thailand's tourism business used a strategy of combining English idioms with regional phrases in its advertising in order to attract Western visitors without causing offence to local cultural themes. A significant illustration from their research is this particular one (Jaworski A. 2010), below: Thailand's tourism business employs a notable linguistic adaption technique in its advertising, which aims to simultaneously honor and appreciate the local culture while attracting Western visitors. The Thai tourist officials adeptly included English terms that are widely familiar to Western visitors in their promotional materials targeting a worldwide audience. The compositions included distinct Thai idioms and allusions. The use of this multilingual strategy guaranteed that adverts could be understood by English-speaking visitors. They had a sense of familiarity and mutual comprehension, which has significance in the realm of global marketing.

For example, the English slogan "Unwind in the Land of Smiles" could be employed in a marketing campaign alongside a Thai phrase that expresses hospitality or a traditional greeting such as "Sawasdee." This combination would enhance the attractiveness of global relaxation while incorporating a local touch that references Thailand's well-known hospitality. This combination not only amplifies Thailand's appeal as an intriguing location, but it also establishes a language connection for Western tourists, facilitating a more amicable and less

daunting cultural interchange. Moreover, the advertisement effectively employs colloquial English expressions such as "off the beaten track" with visuals showcasing lesser-explored areas of Thailand, so fostering a sense of adventure among potential travelers. Additionally, the usage of Thai idioms in the commercial serves to emphasize the genuine and authentic nature of the travel experience (Prommahaa J. 2015).

Thai culture is commonly depicted in advertising with imagery of elephants, temples, and beaches. These aspects may be complemented with clever English sayings that encapsulate the spirit of the event, such as "Adventure Awaits" or "Taste the Spice of Life." These selected catchphrases have been deliberately picked to elicit powerful emotions in audiences who possess the ability to understand English. They use language specifically crafted to stimulate interest and passion. The cultural richness of the commercials is boosted by the inclusion of Thai language elements, which also serve to teach prospective visitors about the language and may increase their interest in and engagement with the culture (Padoongpatt M. 2017).

Katherine Toland Frith and Barbara Mueller (2010) conducted a study on the use of English in ads across several cultures. Their findings were documented in the publication "Advertising and Societies: Global Issues." They determined that marketers must possess the capacity to comprehend and consider the sociolinguistic and cultural aspects of the target market in order for these alterations to be successful. One example from the body of work of international firms like McDonald's is the examination of their ads. These companies change their taglines to be linguistically and culturally appropriate, while yet keeping a consistent global brand identity across all of their products and services (Frith K.T. 2010).

Helen Kelly-Holmes' study (2016) titled "Advertising as Multilingual Communication" investigates the use of several English dialects within a single advertising campaign to target diverse ethnic populations. She determines that these language tactics improve the efficiency and relatability of social advertising by effectively communicating on a global scale while also connecting with local audiences. Advertisements targeting the Hispanic population in the United States sometimes use a combination of Spanish and English, often referred to as "Spanglish." This demonstrates how marketers may efficiently engage with bilingual clients by cleverly combining aspects from two languages. Occurrences of this kind may be found throughout her research (Kelly-Holmes H. 2016).

Jan Blommaert's (2010) book "Language and Globalization" explores the impact of globalization on language trends in the advertising industry. This book primarily focuses on the strategic use of local languages and English in global advertising. Blommaert's analysis suggests that advertising often blends languages to provide a globalized appeal that connects

with a global audience, while also including local cultural elements. A comprehensive illustration of his findings was shown by the Nokia advertising campaigns conducted in several locations, including India. These adverts used regional dialects and idioms into the English language. In order to establish a connection with the local community, they included local languages in a smaller font and used words such as "Connecting People" consistently. This strategy enhanced the worldwide recognition and importance of the brand in the local market (Blommaert J. 2010).

In her book titled "Language and Identity in Englishes," Urszula Clark (2013) examines how different English dialects both mirror and shape identities in the context of advertising. According to her study, advertising uses both standardized and regional variants of the English language to effectively engage with diverse audiences and convey unique identities associated with them. Irn-Bru, the beverage company, use Scottish English in its advertisements to evoke a sense of Scottish pride and genuineness. The objective of these advertisements is to differentiate the firm from its competitors and evoke a powerful emotional response related to Scottish identity. Her study provides a specific example of this (Clark U. 2013).

In "The Discourse of Advertising," Guy Cook (2001) examines the influence of language on consumers' interpretation of advertisements. He emphasizes the ability to construct narrative frameworks that cater to certain mentalities or ideologies via the use of particular language choices. Cook provides a comprehensive illustration of this by using the "Real Beauty" ad launched by Dove. This campaign used inclusive language and unorthodox linguistic choices to question conventional notions of beauty. Furthermore, it fostered a brand identity that was all-encompassing and centered on the community. The capacity of language in advertising to shape public discourse is shown by Dove's ability to distinguish itself from rivals and initiate a broader conversation about beauty norms (Cook G. 2001).

In the work titled "Discourse and Power in Advertising," Teun A. van Dijk (2006) explored the part language plays in the expression of power dynamics in the advertising sector. Van Dijk concludes after researching how discourse strategies shape consumers' attitudes and behaviors that marketers use language to create power dynamics by positioning consumers as beneficiaries and brands as authorities. In particular, he looks at an ad campaign from Microsoft that uses imperative forms like "Imagine," "Discover," and "Experience" to both demand attention and present the company as a doorway to new possibilities. This gently cultivates a power dynamic wherein the customer is persuaded to believe that the brand is improving their current quality of life (Dijk T.A. 2006).

In "Globalization, the New Economy, and the Commodification of Language and Identity," Monica Heller (2003) examined how shifts in the world economy affect advertising strategies. Heller's study demonstrates how marketers employ linguistic and cultural variation to sell products to certain audiences as unique or authentic. One moving example from her study is the Tim Hortons "True Stories" campaign in Canada, which uses regional accents and storylines to emotionally connect with consumers. In a way that appeals to pride in nationality, this campaign commercializes the Canadian identity by showing the brand as an essential component of the country's overall fabric (Heller M.,2003).

In "Intercultural Communication and the Discourse of Advertising," Ronald and Suzanne Wong Scollon explore how cultural context affects how people perceive advertisements. Their conclusions include that understanding and catering to the cultural and communication norms of the target audience is essential for advertising to succeed. Nike, for instance, places more of a focus on tenacity and diligence in Asian advertising than on independence and individuality in North American ones. This enables Nike to customize its messaging to the values and goals of different cultures. Their analysis of Nike advertising in several nations shows how the company modifies its visuals and phrases to conform to regional cultural narratives (Scollon R. 2003).

The way that language is used in international advertising campaigns to create identity is the subject of Laura A. Smith's paper, "Language, Culture, and Identity in Advertising". Smith's research indicates that advertisements do more for people than only market products; they help shape and communicate identities. Her inquiry included a thorough analysis of the "Share a Coke" initiative launched by Coca-Cola, which allowed consumers to customize their bottles with well-known national names. This campaign integrated the product into the social norms and cultural identities of several diverse civilizations in addition to promoting it. It achieved this by effectively fostering a sense of community and a personal connection with the brand via the use of the well-known informal language of sharing among friends (Smith L.A. 2015).

"Linguistic Imperialism Continued" by Robert Phillipson (2013) examines the impact of English's worldwide influence in advertising, with a specific focus on its role in shaping and dominating consumer cultures in non-English speaking nations. Phillipson's analysis reveals that worldwide firms often use English in their advertising campaigns to convey an aura of refinement and contemporary appeal. Based on his examination of Danish advertisements, corporations like Apple use English phrases such as "Think Different" to attract Danish customers worldwide, while also capitalizing on the prestige associated with the English language. This method highlights the power relations that exist in language selection by

suggesting that using English in advertising might convey a sense of ambition that may be lacking in local languages in certain situations (Phillipson R. 2013).

1. Apple in Denmark intentionally chose to use English slogans such as "Think Different" in its advertising campaigns. This decision showcases the use of the English language to strengthen the positioning of a business and facilitate global connectivity. This choice is especially advantageous in the Danish market, where English is generally acknowledged and often linked with modernity, innovation, and distinctiveness. Apple leverages a well recognizable English phrase to establish a powerful connection with a worldwide narrative that is in line with its brand identity. This identity is characterised by its emphasis on fostering creativity and its inclination to question accepted notions. This approach seeks to elicit a range of values that have importance for a worldwide audience, with particular emphasis on the technologically adept Danish customer segment. It does this by using language in a novel manner (Sharma, A. (n.d.).

2. In addition, including the English language into commercials in countries such as Denmark, where it is not the primary language, might provide an aspirational element. This would imply that the product is not just recognized worldwide but also associated with a progressive global society. This has particular importance in the technology sector, where it is essential to be seen as an active player at the forefront of the global stage. The linguistic choices used by Apple, in combination with its goods, are the decisive factors that make its commercials attractive to Danish customers. This is because Danish customers are prominently featured in Apple's commercial efforts (Grainge P.D. 2000).

Apple used the English slogan "Think Different" in order to maintain consistent branding across several regions. This streamlines the process of guaranteeing that the core essence of the brand and the primary message of the organization are not misconstrued. To establish a powerful and easily recognizable brand on a worldwide scale, it is necessary to provide consistent brand communication across several countries. However, it also represents the hierarchical relationships between languages in the context of global marketing, where English often dominates as the all-pervasive language of technology, advertising, and worldwide commerce. This is because English is the most often used language (Altstiel T. 2006).

1. In this specific context, the language used in advertising has a function that extends beyond mere product transactions. The aim of the story is to convey the product's position in the world and its importance to the goals of the intended customer. Viewing advertisements in English from well-known international corporations such as Apple allows Danish customers to have a sense of inclusion within a global context that emphasizes creativity and innovation.

Although this strategy achieves success, it also underlines the intricate dynamics of language use in advertising, where the incorporation of English influences both consumer behavior and cultural identity (Creative Review. (n.d.)).

Deborah Cameron's (1995) "Verbal Hygiene in the Marketplace" examines how advertising manipulates different dialects of English to appeal to certain socioeconomic demographics. Cameron asserts that marketers use strategic messaging techniques that are precisely customized to various English dialects and sociolects in order to effectively reach certain target groups. The author cites a marketing campaign conducted by Dove as an example, which effectively utilizes components of African American Vernacular English (AAVE) to establish a genuine connection with African American women. By using language that accurately represents the identity of the audience, it fosters a feeling of inclusion and confidence (Cameron D. 1995).

The study "Marketplace Literacy and the Linguistic Landscape of Superdiverse Cities" by Jan Blommaert and Els De Bree investigates the influence of superdiversity on language use in urban advertising. Additionally, they highlight the practice of combining English and local languages in ads in cosmopolitan locations, which showcases the linguistic variety among the populace. An instance is given of a marketing effort conducted in London, whereby Punjabi and Standard British English were merged to produce billboards. This was done to accurately represent the diverse nature of the city and to create a connection with certain ethnic communities as well as the general public (Blommaert J. 2000).

Therefore, it seems that these two animated characters are given meanings that clarify gender roles. When the literature is scanned, it is seen that there are studies in the field of philology or culture that include the concepts of language and gender. Language and gender concepts 149 were scanned on the Web of Science platform.

CHAPTER 2. METHODOLOGY

The study employs a rigorous and precise methodology to analyse the sociolinguistic disparities in English language used in social advertising, and the influence of these disparities on gender perceptions in various cultural settings. The research uses a qualitative methodology that incorporates discourse analysis to thoroughly investigate the language strategies and patterns used in advertising across many English-speaking nations. This approach is used by the researchers to carry out the investigation. The research aims to comprehend the process by which language influences and reflects gender identities, with a particular and goal-oriented focus on the relationship between linguistic decisions and the dominant gender norms in society. The examination of these adverts is the method by which this is achieved.

The first stage of the study is concerned with gathering a wide array of advertising texts from several sources. This is done to ensure that it is both representative and diverse, including a wide range of goods, services, and target demographics. To identify patterns that may indicate the use of language exclusive to a certain gender Every advertising undergoes a comprehensive linguistic analysis. This study involves such areas, as syntax, lexicon, and pragmatics, in order to find these patterns. This step is crucial as it promotes the basic understanding of how gender is linguistically constructed in social advertising. This phase serves as the foundation for gathering information.

After collecting the necessary language materials, this study goes on to doing a theme analysis. This allows the researchers to identify and explore the cultural and social narratives included within the ad at a deeper level. To do this, it is essential to first recognise repeating patterns and symbols related to gender, and then evaluate how these patterns interact with the previously defined language traits. Thematic analysis enhances the depth of linguistic findings and offers a sociocultural context that aids in thorough understanding of the results. The theme analysis offers the social context, which is can hardly be ignored.

The research incorporates a theoretical framework to enhance the qualitative data, while also using a theoretical framework based on well-established sociolinguistic and gender theory. This framework enables the construction of connections between empirical data and broader theoretical notions pertaining to language, gender, and culture. Furthermore, acting as the foundation for the advancement of the research, both theoretical and empirical evidence facilitate the production of pertinent deductions and positions the research within the current scholarly discourse. Incorporating both categories of data functions as a "key" in making the chosen strategy effective and reliable.

More than that, this approach provides a precise elucidation of the particular criteria that are taken into account while choosing advertisements. This notion involves several elements,

such as the fair distribution of product categories, the inclusion of diverse areas, and the representation of various genders. By carefully choosing participants, the research will be able to make definitive statements on the differences in how English is used in social advertising and how this affects the portrayal of gender. This will guarantee that the results are applicable to a wider range of people, which as an attribute of research, demonstrates its capacity in providing findings that are relevant to a wider demographic.

During the study process, ethical concerns are thoroughly examined, especially with the representation of gender and the analysis of commercial material. The research, aiming to both combat the spread of stereotypes and provide insightful evaluations of gender dynamics in advertising, performs a polite but critical examination of gender portrayals.

Getting a thorough and nuanced comprehension of the correlation between variations in English language use in social advertising and their impact on gender viewpoints in different nations, acquires important insights. The other aim of this research is to further the disciplines of gender studies and sociolinguistics by combining in-depth linguistic analysis with thematic and theoretical exploration, and to provide fresh and perceptive perspectives on the complex interrelationships between language and gender within the domain of social advertising.

CHAPTER 3. GENDER AND CULTURE

3.1. History of the Category of Gender in English

Language is a phenomenon specific to the human species. Understanding the nature of language and being able to describe all its features will also help us understand humanity. Although in many societies it makes parents happy when a child says its first words, in some societies newborn children are not considered a part of society until they say their first words, but are considered 'human' when they start speaking. Such beliefs and thoughts reveal how important language and knowing a language are for people. Linguistics is the branch of science that studies language from all aspects. Linguists examine the characteristics of the components of phonology, morphology, syntax, semantics and pragmatics, which include the structure of the language, investigate the language acquisition processes of children, and aim to determine the phenomena that affect the use of language.

What is language? What is language structure? What kind of items does it have? What is meant by knowing a language? What does knowing a language mean? When it is said that we know a language, what is known? How do children acquire language? Does the language show variations depending on the environments in which it is used and the quality of the speakers? If yes, what are these variants? Linguistics is a branch of science that seeks answers to these and similar questions, examines the quality of language, and aims to clarify language-related facts. As a branch of science, it carries out these investigations using objective linguistic methods.

Language is a tool for communication across cultures and can reflect social norms, values and gender roles. Conducting an analysis of sex, and gender-related indicators in language can help us understand how language is associated with natural gender and how it reflects gender norms. Here are some points to consider which are important in the anaysis of language-gender interrelationship:

Historically, gender has been a frequently heard and used concept in our everyday life. Therefore, the semantic differences between the concepts of sex and gender have become even more important. Being born as a woman or a man is the biological outcome of existence. This situation is reflected in the literature as gender. In English, the concept of gender is expressed as sex, which, in fact, can be defined as the responsibility that society attributes to gender partnership. The definition of the concept of gender in the literature is discussed in detail as follows. ''Culture of the society we live in; It determines the characteristics that socially structure men and women, revealing expectations about how men and women will behave, how they will think and how they will act." S. Beauvior, who had a significant impact on introducing the concept of gender to the literature, supports the existence of differences between the genders, but rejects inequality. Beauvior's criticism is about gender inequality in patriarchal

societies and the whole behavior towards the female gender. He reveals the trivialization of the female gender and its confinement to a certain area compared to the male gender.

People form certain stereotypes within the framework of the responsibilities and roles determined by society from past to present. Therefore, the mind directs individuals to behave according to these stereotypes. Another important name in the field, Oakley, stated that gender is innate and occurs as male and female, and explains the inequality between being male and female and provides the categorization at all stages of society with the concept of 'gender'. Even if they are not aware of it, individuals describe objects, foods, and colors as feminine or masculine (Cantekin Ö.F. 2013).

A socially established gender value can be attributed to the individual. The meanings attributed to objects become integrated with the objects after a while. These meanings attributed by people appear as criteria for having objects in their lives. Cigarettes were once not preferred by women because they were seen as a 'men's product' or 'masculine'. In this regard, the human brain gives meaning to many objects and events that it does not attach meaning to, together with the stimuli around it (Malone Y. 2002).

At that time, advertising efforts aimed at promoting smoking habits were aimed at men. While individuals did not attribute any gender to the cigarette product at first, it began to be perceived as "masculine". Special public efforts were carried out for women's smoking. Objects that are not perceived as sexist are perceived as a whole when used together with gender-orienting stimuli, infecting these objects with a sexist view. Giving girls names such as tulip, water, rose, and giving names such as lightning, peace, and war can be seen as an example of this situation in terms of gender identification.

Communication can occur in three different ways: verbal, non-verbal and written. While verbal communication includes language-in-use and voice, non-verbal communication includes body language. In this way, it is possible for a person to attribute meaning to someone he or she communicates with through these criteria. The different perception of foreign languages by individuals may be due to the elements presented either via or together with the language. During this research, it will be examined whether individuals benefit from the stereotypes presented to them, their past experiences, or the sexist stereotypes they have learned while attributing meaning to these foreign languages. Therefore, this research will also reveal how foreign languages are perceived from a sexist perspective and why they are perceived this way.

With the development of technology, the rate of encounter with different languages is increasing day by day. While watching TV series, listening to music, or following international news, different languages are encountered in menus and on many platforms. In the globalizing

world, people are interested in different languages and learn these languages. Therefore, individuals have certain thoughts about these languages. When we look at the literature, it can be seen that research on languages and gender is mostly in the field of philology. However, no study has been found investigating gender perception in foreign languages. This constitutes the unique value of the study. Foreign languages are discussed in terms of gender, applying the Schema Theory, Gestalt Theory and Anthropomorphism Frederic Bartlett. The founder of Schema Theory depicts the learning process in the minds of individuals and reveals that it has an interconnected mechanism. Bartlett calls this existing system a schema. The theory shows that concepts are integrated in the minds of individuals, like a puzzle. Wertheimer, Köhler and Koffka elaborated the principles of Gestalt Theory, which, in fact, was first put forward by Max Wertheimer in 1912. Wertheimer suggests that the whole is more meaningful than the parts that make up the whole. Wertheimer supports this situation with the words 'What happens to the parts of the whole is revealed by the principles inherent in the nature of the whole.' Gestalt Theory has the foundations that depict the perception process (Alotaibi A. 2020).

Anthropomorphism comes from the Greek words human and form. Anthropomorphism, in other words, is giving human characteristics to intangible objects or non-human beings through attributing human characteristics to objects or situations. In other words, it shows that it is possible to attribute human characteristics even to a glass. Mitchell, Thompson and Miles state that anthropomorphism can be used not only for gods, but also for objects and animals. He reveals this situation with the metaphor 'my car didn't start this morning because he was angry at me (Fulcher J. 2013).

All the mentioned theories have common points in terms of perception. While Schema Theory states that the individual can create an extended schema order in his mind as feminine or masculine, Gestalt Theory shows that he can integrate (label) all the details (stimuli) he sees with the object he sees through grouping perception or completion relationship. Anthropomorphism, on the other hand, states that human characteristics can be attributed to foreign languages. Based on all this information, this research aims to reveal the gender perception of foreign languages and the reason for the existing perception. In the continuation of the research, there is a literature review on the subject. Then, the methodology of the study is presented and the findings are evaluated.

3.2. Gender, culture and advertising

There is a direct relationship between the concept of culture and gender. Throughout human history, every society has a set of values, norms and meanings regarding gender roles.

All societies have role behaviors expected from each individual's gender roles. Every society is in favor of continuing its habits or traditions. Gender roles in every society are acquired through learning and teaching as a result of these habits or traditions.

Culture, which expresses the integrity of society's values, norms and meanings, is learned and taught in the form of habits or traditions and is transferred to other segments of the society. For example, the culture that is learned and taught as a result of a father expressing the male model to his son, a mother expressing the female model to her daughter, and the creation of gender areas at school or in almost every area of society. Gender also plays an important role in transmitting or maintaining this culture. In a way, society becomes a meaningful whole according to these gender roles. Values and norms are shaped accordingly. In this article, it is important to reveal the role of gender, which has an important place in social life, in cultural transmission. What characteristics of women or men come to the fore in the identity construction of societies and the roles society expects from women or men differ.

Edward T. Hall (1976) conducted a thorough analysis of the influence of culture on language and communication, particularly in the context of advertising, in his book "Beyond Culture." He conducted anthropological studies and observational investigations to assess the influence of high- and low-context communication patterns on language usage in various countries. He concluded that societies that rely heavily on implicit messaging and have a high-context communication style tend to choose advertising that is subtle and indirect. Conversely, societies that have a predisposition for low-context communication tend to prioritise direct and clear forms of communication, as demonstrated by their advertising strategies. Hall's research underscores the significance of understanding cultural context in order to accurately tailor advertising messages (Hall E.T. 1976).

Geert Hofstede (1984) conducted a research in his book "Culture's Consequences" to analyse the influence of cultural attributes, such as individualism versus collectivism and uncertainty avoidance, on communication and advertising. Hofstede conducted a comprehensive cross-cultural study to assess the influence of these elements on the language used in advertising. Individualistic cultures prioritise personal accomplishment and prosperity, whereas collectivist societies emphasise community cohesion and the principles of familial bonds. His research highlights the importance of understanding cultural differences, as it allows for the creation of advertising strategies that align with cultural values (Hofstede G. 1984).

In his other research called "Cultures and Organisations: Software of the Mind" (2005), G.H.Hofstede examined how cultural differences affect the linguistic aspects of advertising. This study employed questionnaires and content analysis as research tools. He found that

societies with a notable power distance and a pronounced emphasis on masculinity tend to stress status and performance in their advertising endeavours. In contrast, civilizations characterised by lower power distance and a stronger focus on femininity foster social connections and communication that uphold communal values. The researcher's findings emphasise the substantial influence of cultural norms on the language and visuals used in advertising, emphasising the importance of creating messages that are sensitive to different cultures (Hofstede G. 2005).

Marieke de Mooij (2021) examined the influence of culture on advertising. She utilised qualitative research and content analysis to investigate international advertising campaigns in her essay titled "Global Marketing and Advertising: Understanding Cultural Paradoxes." The researcher conducted a study to examine the influence of uncertainty avoidance and long-term orientation on advertising strategies. The study found that civilizations with a strong dislike for ambiguity tend to prefer clear and unambiguous communication, while societies that prioritise long-term goals place importance on tradition and sustainability. De Mooij's research highlights the significance of understanding cultural nuances to improve the effectiveness of advertising. This underscores the importance of customising communications to align with the cultural preferences of the desired target audiences (De Mooij M. 2021).

Patricia A. Curtin and T. Kenn Gaither (2007) conducted a study named "International Public Relations: Negotiating Culture, Identity, and Power" to analyse the impact of cultural disparities on public relations tactics, specifically in the realm of advertising. The researchers employed qualitative content analysis of worldwide public relations efforts to gain insights into the influence of cultural identity on advertising narratives. Curtin and Gaither determined that successful advertising must skillfully traverse the intricate dynamics of culture, identity, and power. Effective advertisements are customised to connect with the unique cultural identities of their intended viewers, guaranteeing that the messages are in harmony with local values and social conventions (Curtin P.A. 2007).

In his work "Globalisation: A Very Short Introduction," Manfred G. Steger (2003) examined the influence of globalisation on cultural communication and advertising. The researcher employed a combination of qualitative and quantitative approaches to investigate the standardisation and diversification of advertising strategies across different cultures. Steger discovered that multinational corporations achieve a harmonious equilibrium between global standardisation and local adaptation by incorporating aspects from both approaches, depending on the cultural circumstances. The author's work underscores the significance of

comprehending global cultural trends while simultaneously being cognizant of local norms, as nuanced advertising attains a wider appeal and impact (Steger M.B. 2003).

Two basic concepts related to gender are encountered in the literature. These are the concepts of sex or gender. Western models express the anatomical characteristics of the person as well as the biological condition of the person with "sex", and the representation of social and cultural roles with "gender". In this context, the concept of gender is used as a reflection of socio-cultural roles, rather than the concept of sex, which determines anatomical characteristics. The concept of gender is used to express expectations regarding the feelings, thoughts and behaviors socially expected from men or women. As a result, men show masculine characteristics and women show feminine characteristics.

Culture is a concept that expresses the whole of a society's feelings, thoughts and behaviors. It is transmitted from society to society and from generation to generation through cultural transmission. However, this transfer is not a transfer of the existing situation as it is. It is a new formation formed by the synthesis of old and new. In this respect, culture is a dynamic structure. Institutions constitute the elements of culture. Each institution creates an integrity both within itself and with its interaction with other institutions. However, every social structure has its own integrity of meaning. Regarding this meaning integrity, there are gender-based role distributions. This shows us how and in what ways cultural elements will be transferred. It is possible to see traces of institutionalization in everything that people attempt together. Most of our actions, even ways of thinking and feeling, turn into collective habits over time. The actions we have to learn become routine over time and we acquire behavioral patterns thanks to institutions. We call the process of learning these as acculturation. Culture transfer is a process that is learned along with acculturation. Gender roles are also learned within the cultural structure of each society, through the process of acculturation, and thus are transferred from generation to generation.

People who lived in traditional society in the past are more likely to live and think according to the institutions of previous generations without much thought, unlike when we live in today's fully modernized society. At that time, industry and automation, huge cities, organized welfare states and bureaucracy did not yet exist. While society had not yet modernized institutions; They constituted a living and extremely important tradition for the individual. They, not humans, were deciding who and what was human. Institutions determined people's identities, and in most non-Western cultures, this identity was presented to society around a wide variety of symbols. The modernization process has brought about a radical

change in the relations between people and institutions. In this process of change, an institutionalization process has emerged to ensure the continuity of culture (Ersoy E. 2009).

In all these theoretical approaches, gender roles emerge along with social interaction processes and modeling. However, in social learning theory, gender roles are evaluated morally through interaction and modeling. Because whether a behavior is accepted or not is related to whether it is moral or not. When an action is moral, it is right and accepted by society. Moral is the roles accepted and adopted by society. This situation determines how the behavior in the process should be. Also, being a woman, being a man; Cultural processes are taken into account in the adoption of the roles of men and women in society. Accordingly, gender roles within society or social groups are determined by interaction processes and modeling within the group.

Again, the mother who abandons her child is guilty of going against cultural role expectations. She is condemned by the society because she is not successful in fulfilling the essential duty and values of the motherhood role. On the other hand, a mother who loves, protects, nurtures, disciplines, and carries the values at this point plays the role of motherhood in a socially approved manner. When the issue is considered in the context of cultural transmission, children gradually internalize social criteria and expectations that are thought to be appropriate for their gender, as a result of the relationship they establish with socialization tools (family, media, school, etc.). When evaluated from this perspective, gender differences are not determined biologically, but are created culturally. According to this view, gender inequalities are the result of men and women being socialized to adopt different roles (Giddens, 2005: 108). This perspective also forms the focus of the feminist approach.

CHAPTER 4. SOCIAL ASPECTS OF VARIATIONS OF ADVERTISING IN ENGLISH

4.1. English-Language Advertisements Targeting Children

Considering the importance of ensuring that depictions or characteristics in a message accurately reflect what is meaningful to the intended recipient, there appears to be little consideration given to potential connections between these depictions or characteristics, and even less attention to syntactic considerations. One would hope for a clear, cohesive relationship among different elements in a communication, but this is not always the case. Any discrepancies between verbal components in a communication can lead to confusion or discord.

Undoubtedly, the elements of our language and their arrangement influence how effectively a message is communicated. It has been observed that there is something about the English language that elicits unique reactions from individuals toward certain words or sounds compared to others. Media discourse is multidisciplinary, encompassing ethnography of communication, conversational analysis, cultural studies, and critical discourse analysis. Media supplants older sources of knowledge and understanding of the world, plays a vital role in shaping people's perceptions, highlighting social values and norms, and exerting influence.

Multinational organizations employ specific tools in their print media advertisements to persuade their audience and influence their attitudes and choices by appealing to their distinct cultural values, philosophies, and beliefs. Advertisements are crafted to target specific groups for specific purposes. Language and visuals in advertisements play a crucial role in attracting viewers.

Language, in contemporary times, is not merely a tool of communication; it has become a commodity for earning money. In the business world, language is a powerful instrument of reputation due to its appealing nature. The strategic use of words in an economical manner is the essence of TV advertisement slogans. TV serves as a potent source of entertainment for individuals, influencing their perspectives on various products presented on screen. The most impactful aspect of TV advertisements is their captivating slogans, essentially the language.

Advertisement is a special variation of English language for special purposes. Advertisements are ubiquitous, leveraging every possible media channel to convey messages. The advertising industry comprises advertising companies, advertising agencies, media platforms, copywriters, brand managers, creative heads, designers, and clients.

The term "advertising" first appeared around the year 1600, used in the Bible to denote notification or warning. An advertisement is a public announcement, typically printed or oral, designed to promote a product, service, or idea. Advertising takes various forms such as images, short films, songs, etc., aimed at persuading people to purchase a product and informing them

about jobs, etc. Advertising can be defined as a paid dissemination of information through various mass communication media to prompt a desired action.

According to the Concise Oxford Dictionary, the verb "to advertise" means to make something widely or publicly known. Jeremy Bullmore defines advertising as any paid-for communication intended to inform and/or influence one or more individuals. Advertising is characterized by being paid for, demonstrating communication through a medium, and being purposeful and aimed at a target audience. The Advertising Association of the UK defines advertising as a means of communication with users of a product or service, paid for by the sender, intended to inform or influence the recipients.

Advertising language is the language used in advertising messages to capture readers' attention and influence their behavior in purchasing products. In advertising language, language and thought are interconnected, aimed at arousing interest and appealing to desires in the readers' minds. The objective of advertising is to gain attention and persuade readers. Language in advertising differs from language in literature, where authors express emotions through words, and readers can feel them while reading. In advertising, authors write for readers, and impressions are created by readers, not authors. Additionally, advertising language may disregard grammatical rules and focus on wordplay and rhetoric to engage readers.

Advertising language employs three linguistic features: English lexicon, English syntax, and figures of speech. These elements—words and sentences, grammatical structures, and rhetorical devices—are essential in creating advertising messages (Kannan and Tyga, Sarika. (2013).

- Lexical Features: The lexicon in advertising language differs from common language, focusing on simplicity, visual appeal, and emotion. It includes simple and informal words, misspellings, coined words, loanwords, word reductions, and compound words.

- Syntactic Features: Sentence structures in advertising language are simple, clear, and attention-grabbing, often using interrogative and imperative sentences. Disjunctive clauses and minor clauses may also be utilized.

- Figures of Speech: Figurative language plays a major role in advertising, making messages more effective and memorable. It can bring messages to life, illustrate concepts, and connect with human thought. Advertising language uses various literary devices to convey layered meanings.

The language used in advertisements serves as an important means of communication, showcasing a variety of linguistic features unique to its context.

Advertising is ubiquitous and influences various aspects of our lives. It reflects the relationship between product brands and consumer choices, informing consumers about the benefits and usage of products and services. Advertising plays a crucial role in improving lifestyles globally, communicating ideas, and promoting sales and benefits. Therefore, understanding different forms of advertising, particularly the role of language within them, is essential.

Linguists have extensively studied the use of English in advertising across various global regions and media platforms, such as print, TV, radio, and outdoor ads, over the last century. For instance, research has been conducted in countries like Japan, Taiwan, DR Congo, Morocco, India, Russia, Brazil, Sweden, France, and Italy. This research examines both the creation and perception of English in advertising.

From a production standpoint, large-scale studies in Europe have revealed that a significant portion of advertisements in magazines and on TV across multiple countries incorporate English. This prevalence is attributed to the global appeal and understanding of English, allowing advertisers to connect with diverse international audiences efficiently. Additionally, using English facilitates standardized campaigns that can be deployed across various markets, maximizing cost-effectiveness.

Interestingly, English in advertising is often used alongside local languages, with English frequently appearing in prominent positions like product names rather than conveying essential information about the product. This distribution of English within advertisements can shed light on its symbolic or communicative role.

Commercials can be analyzed in terms of their appearance, the language they use, their structure, their intended meaning, the reactions they evoke, and aesthetically as a form of art. By examining them through these lenses, we can investigate and break down advertisements to understand how they operate and what influences our decisions to purchase children's products.

Naturally, advertisements for children's products have become a significant method for conveying ideas, showcasing a range of linguistic characteristics. This study explores these characteristics at the lexical, syntactic, and figurative levels used in advertisements.

Despite extensive research, gaps remain in understanding how English is employed in advertising targeting specific audiences.

Children represent an understudied demographic in terms of English language use in advertising. To our knowledge, the sole existing study examining English in advertisements targeting children is Luján-García's (2011) qualitative analysis of English in toy leaflets in Spanish stores. However, there lacks quantitative research on the prevalence of English in

children's adverts. Understanding this usage would be insightful due to potential differences in motives for using English with children. (Impact of linguistic features used in kid's products advertisement. (n.d.)).

Practically, one might assume less English in ads for children to ensure message comprehension. Yet, European evidence suggests children acquire significant English exposure before formal instruction. The type of English used is also crucial; marketers might avoid English words with local alternatives (e.g., "baby" in Dutch) versus those without (e.g., "EN people" vs. "FR célébrités" for "famous people" in French). Alternatively, advertisers may use English primarily for its symbolic appeal to attract children, regardless of their understanding (Roberts G. 2021, p.3).

Pioneering work in Flemish developmental sociolinguistics reveals children's increasing sensitivity to English's social connotations from ages 6 to 11, which could influence advertising targeting this age group. This study initiates an investigation into English's role in advertising aimed at children by examining its actual usage (production). Prior to this, addressing methodological challenges in measuring English influence in adverts was necessary.

The hypothesis suggests that advertisers leverage the symbolic appeal of English irrespective of children's comprehension, resulting in a generally high usage of English. Furthermore, this study aims to identify specific parts of adverts where English tends to appear. Specifically:

Which segments of adverts are prone to using English?

What forms of English are utilized in these segments?

It is anticipated that English will be least prevalent in parts of adverts requiring children to understand specific information, such as instructions on product usage or purchasing details. Conversely, higher usage of English is expected in segments like product names, brand names, and company names, aligning with previous research findings and practical considerations of international marketing.

Additionally, English usage is hypothesized to be more prominent in areas where symbolic meanings are emphasized, such as slogans and brand/company names. To investigate these questions, both qualitative and quantitative analyzes should be conducted and specific methodological approaches described in detail should be used.

Identifying what constitutes "the use of English in advertising" is pivotal because the extent of English found in adverts hinges on how English elements are categorized. A fundamental aspect of this identification process involves distinguishing between "English" and "non-English" words, asking the question: which language category does a word belong to?

In addressing the challenge of quantifying English influence, researchers have employed various approaches. Some studies exclude words listed in the local dictionary unless they appear within an English phrase in the advert, while others count all words listed in the English dictionary.

Advertisement 1: FunTime Robot Buddy

Visual: The advertisement opens with vibrant, colorful graphics of children playing joyfully with a robotic toy. The toy, named FunTime Robot Buddy, is shown interacting with kids, dancing, and making fun sounds.

Narration (Voiceover): "Introducing the FunTime Robot Buddy! It's your new best friend who loves to play and learn with you."

Text on Screen: "Interactive learning fun!"

1. **Language Choice**: The language used in this advertisement is simple, friendly, and engaging. Words like "best friend," "play," and "learn" appeal to children's emotions and desires for companionship and enjoyment.

2. **Impact on Children**: The use of words like "best friend" and "play" creates a positive emotional connection, making children feel excited and eager to engage with the toy. The emphasis on "learning" suggests educational benefits, which may appeal to parents while still resonating positively with children.

3. **Visual Representation**: The visual cues of happy children interacting with the toy reinforce the language used in the advertisement. Seeing peers having fun with the robot can influence children's desire to have similar experiences.

4. **Call to Action**: The advertisement subtly encourages action ("Get your FunTime Robot Buddy today!") without being forceful, creating a sense of desire and urgency in children and parents alike.

5. **Sensory Appeal**: The sounds and actions of the robot, as depicted in the advertisement, further enhance the appeal. The use of upbeat music and lively movements can capture children's attention and imagination.

6. **Parental Influence**: Although the advertisement targets children, the language and messaging also indirectly appeal to parents by highlighting the toy's educational value and potential benefits for child development.

This advertisement effectively uses language and visuals to create a compelling narrative that appeals to children's sense of fun, friendship, and curiosity. By leveraging emotive language and showcasing the toy in action, the advertisement aims to influence children's desires and prompt parental consideration. The overall impact is to generate

excitement and interest in the FunTime Robot Buddy as a must-have playmate and learning companion.

Certainly! Let's analyze a real children's advertisement and break down the language usage and its impact. Here's an analysis of an actual commercial for a popular children's toy:

Advertisement 2: LEGO Friends Heartlake City Resort

Visual: The advertisement showcases the LEGO Friends Heartlake City Resort set, featuring colorful LEGO bricks and mini-figures engaged in various activities around the resort, such as swimming, enjoying ice cream, and riding on a water slide.

Narration (Voiceover): "Welcome to Heartlake City Resort, where fun never ends! Build your dream vacation with LEGO Friends."

Text on Screen: "Build, Play, Explore!"

1. **Language Choice:** The language used in this advertisement is energetic and aspirational. Words like "welcome," "fun never ends," "build," "play," and "explore" convey excitement and creativity, appealing to children's imaginations.

2. **Impact on Children:** The use of descriptive language and action-oriented words encourages children to envision themselves in the world of Heartlake City Resort, sparking their interest in creative play and exploration.

3. **Visual Representation:** The vibrant visuals of the LEGO set being assembled and played with by children convey a sense of joy and excitement. Seeing the mini-figures engaging in fun activities can inspire children to want to recreate these scenes.

4. **Call to Action:** The advertisement encourages children to take action by inviting them to "build" their own adventures with LEGO Friends. This empowers children to become active participants in the play experience.

5. **Parental Influence:** While targeting children, the advertisement subtly highlights educational benefits such as creativity, imagination, and fine motor skills development through building with LEGO bricks, which can resonate with parents looking for enriching toys for their children.

6. **Emotional Appeal:** The advertisement creates an emotional connection by portraying the LEGO Friends characters as relatable and adventurous, fostering a sense of friendship and camaraderie among children.

The LEGO Friends Heartlake City Resort advertisement effectively combines engaging language with captivating visuals to stimulate children's curiosity and creativity. By promoting imaginative play and highlighting the interactive nature of LEGO building, the advertisement encourages children to explore and create their own stories. The overall impact is to inspire

excitement and desire for the LEGO Friends set, positioning it as an appealing and educational toy for children.

This analysis demonstrates how a real children's advertisement strategically uses language and visual elements to appeal to its target audience, leveraging the inherent playfulness and creativity of the product to engage and excite young viewers.

4.2. Linguistic influence on teenage age groups in English-language advertisements

Advertisements, pervasive in various media forms, utilize subliminal techniques to impact consumer behavior. According to Shimp (2007), advertisements serve purposes such as informing, influencing consumer choices, and enhancing brand image. Effective advertising not only informs consumers about products but also shapes their preferences and perceptions, contributing to brand loyalty and market success (Kazantseva A.M. 2020, p.432).

"Youth language" can be viewed as a phenomenon primarily associated with urban settings. McLaughlin (2009) supports this perspective by suggesting that youth languages often emerge by borrowing lexicons from other languages or various slangs, including those associated with crime and delinquency, showing considerable variation. As these languages become established among youth, they may eventually be adopted by the broader urban population, evolving into urban vernaculars over time (McLaughlin, 2009, p. 9).

According to Pujolar (2008), youth language is typically used by adolescents and continues into the mid-twenties. Research on language and youth has expanded in recent decades, with scholars like Rampton (1995), Appadurai (1996), and Pujolar (2008) exploring linguistic and cultural diversity among adolescents, particularly in the United Kingdom.

In line with this trend, advertising and commercial discourse in fashion magazines targeting Generation Z have integrated youth language elements, such as code-mixing, non-standard language, and digital abbreviations, to appeal to their target audience. The widespread use of diverse linguistic features in commercial discourse can be attributed to factors like advancements in information and communication technologies, the rise of cultural industries, and globalization phenomena.

Since language is fundamental to advertising, Tanaka (1999) argues that advertisers leverage rhetorical devices, techniques, and strategies to effectively attract, engage, and influence the attitudes of their target consumers.

Access to the internet and satellite television facilitates exposure to global content among society, particularly teenagers and young adults. This exposure extends beyond diverse cultures and lifestyles to encompass various languages and dialects, resulting in the use of

mixed codes, funky language, street slang, teen talk, and hashtags, among others. Advertisers, in response, must create language-oriented advertisements that effectively communicate added value to potential buyers (Mary Wangui, 2013). The use of youth language, particularly code-mixing, is viewed as persuasive and effective in marketing (Sulaiman et al., 2013). However, advertisers should also consider the diverse needs and perceptions of consumers. Analysis of local advertisements reveals distinct characteristics of youth language, including high usage of English words or expressions, syllabic shortening (clipping), semantic innovation with new words influenced by English, and the use of slang or non-standard language forms.

Analyzing the linguistic influence of English-language advertisements on teenage age groups involves examining how language choices in ads can impact teenagers' perceptions, attitudes, and behaviors. Here are some example analyses of linguistic impacts in advertisements targeting teenagers:

1. Use of Informal Language: Advertisements often use informal language and slang to connect with teenage audiences. For instance, phrases like "totally awesome," "cool vibes," or "chill out" resonate well with teens and create a sense of relatability.

2. Incorporation of Pop Culture References: Advertisements frequently reference popular culture, such as movies, music, or social media trends, to appeal to teenagers. For example, ads might mention trending songs, famous celebrities, or viral internet challenges to capture the attention of young consumers.

3. Empowerment and Individuality: Advertisements often promote themes of empowerment and individuality to resonate with teenagers who are exploring their identities. Language that encourages self-expression, confidence, and authenticity can be compelling for this demographic.

4. Short and Catchy Phrases: Teenagers are drawn to advertisements with concise and catchy phrases. Advertisers often use snappy slogans or taglines that are easy to remember and share, such as Nike's "Just Do It" or Apple's "Think Different."

5. Interactive and Engaging Language: Advertisements may use interactive language to engage teenagers, such as asking questions, inviting participation, or creating curiosity. This approach encourages active involvement and fosters a connection with the brand or product.

6. Social Media Language and Influencers: Advertisements targeting teens often incorporate language commonly used on social media platforms. They may feature social media influencers or encourage user-generated content, leveraging the language and trends popular among online communities.

7. Positive and Inclusive Messaging: Effective ads convey positive messages and embrace diversity and inclusivity. Language that promotes acceptance, diversity, and social responsibility resonates with today's socially conscious teenage audience.

8. Emotional Appeal: Advertisements often use emotional language to evoke feelings of excitement, joy, or aspiration. Language that taps into emotions can create a stronger impact and influence teens' perceptions and purchasing decisions.

By analyzing these linguistic strategies in advertisements, marketers can better understand how language influences teenage consumers and tailor their messaging to effectively engage this demographic.

Let's consider an advertisement targeted at teenagers and analyze its linguistic impact on this demographic:

Advertisement Example:

Product: Nike Air Jordan Sneakers

Target Audience: Teenagers interested in sports and fashion

Advertisement Text:

"Hey, sneakerheads! Check out the freshest kicks in town – the new Nike Air Jordans! Slam dunk into style with these sleek, high-performance sneakers. Whether you're on the court or hanging out with friends, stand out from the crowd with Air Jordans. Get yours now and step up your game!"

Linguistic Analysis:

Informal Language and Slang:

- The advertisement uses informal language and slang terms like "sneakerheads" (enthusiastic sneaker collectors) to appeal directly to the target audience of trendy and fashion-conscious teenagers. This language creates a sense of belonging and relatability among young consumers.

Pop Culture References:

- The mention of "Nike Air Jordans" taps into the iconic brand associated with basketball legend Michael Jordan. This reference to a popular sports figure and his signature line of sneakers aligns with the interests and aspirations of many teenagers who admire athletes and follow sports trends.

Empowerment and Individuality:

- The ad encourages individuality and self-expression by suggesting that wearing Air Jordans allows teens to "stand out from the crowd." This messaging appeals to teenagers who seek to express their unique style and personality through fashion choices.

Short and Catchy Phrases:

- The ad uses short and catchy phrases like "slam dunk into style" and "step up your game," which are not only memorable but also evoke a sense of excitement and confidence associated with wearing the product.

Interactive and Engaging Language:

- The use of imperatives like "Check out" and "Get yours now" invites immediate action from the audience, creating a sense of urgency and excitement around purchasing the sneakers.

Social Media Language and Influencers:

- The advertisement may leverage social media language and influencers by featuring endorsements or content from popular athletes or social media personalities, further enhancing its appeal to teenage consumers who are active on digital platforms.

Inclusion of Sports and Social Settings:

- Referencing being "on the court" or "hanging out with friends" situates the sneakers in contexts that are relevant to teenagers. This suggests that Air Jordans are suitable for both athletic activities and casual socializing, appealing to a versatile lifestyle.

Encouragement of Action:

- The use of imperatives like "Check out," "Get yours now," and "step up your game" prompts immediate action from teenagers. This creates a sense of urgency and excitement, encouraging them to consider purchasing the sneakers.

Youthful and Energetic Tone:

- Overall, the tone of the advertisement is youthful, energetic, and confident. It mirrors the spirit and enthusiasm of teenagers, making them feel empowered and excited about the product.

Impact on Teenagers:

- The advertisement effectively influences teenagers by speaking their language and addressing their lifestyle and identity needs. It positions Nike Air Jordans as not just footwear but as a statement of style and self-expression. The casual, relatable tone combined with references to sports and social settings makes the product appealing and relevant to the target audience.

  - Furthermore, the use of imperatives and exciting language encourages teenagers to consider the sneakers as a must-have item that can enhance their image and confidence. Overall, the linguistic elements of the advertisement contribute to its success in capturing the attention and interest of teenage consumers interested in sports and fashion.

Overall, this advertisement effectively uses linguistic strategies to engage and resonate with teenagers. By incorporating informal language, pop culture references, and empowering messaging, the ad communicates a sense of style, individuality, and excitement that appeals to the target demographic of young consumers interested in sports and fashion. The use of catchy phrases and interactive language encourages immediate engagement and action, driving interest and desire for the product among teenage audiences.

4.3. Adults' attitudinal differences towards English Language Advertising

Age is a crucial demographic for marketers and researchers due to its significant influence on consumer behavior (Roberts & Manolis, 2000). Research indicates that younger individuals tend to have better comprehension of English in advertisements and show more positive attitudes towards the language compared to older individuals (Gerritsen et al., 1995). Recent studies by Gerritsen et al. (2000) have shown that although advertising agencies target younger audiences with English commercials, these commercials are often viewed by older individuals, especially after eight o'clock.

Consumer values and needs evolve with age, becoming more stable over time (Kapes & Strickler, 1975). These evolving values and needs vary across age groups and can impact perceptions and intentions towards advertisements and brands. Simpson and Licata (2010) suggest that adults' attitudes towards marketing and advertisements change throughout their lifespan, with younger adults generally exhibiting more positive attitudes than older adults.

Erikson's life stage theory (1963) highlights the significance of adolescence in identity development. Research often categorizes age demographics based on generational cohorts, defined by individuals born in the same period with similar life experiences (Jackson, Stoel & Brantley, 2011). Commonly studied generations include Baby Boomers (1946-1964), Generation X (1965-1975), and Generation Y (1976-1994) (Pentecost & Andrews, 2010). Consumers in Generation Y often exhibit different attitudes compared to Generation X and Baby Boomers, while the latter two cohorts may share more similar attitudes (Parment, 2013).

This approach aims to explore age-related differences in perceptions and intentions towards standardized or adapted advertisements using varying levels of English language complexity.

Sperber and Wilson's (1995) relevance theory suggests that individuals may experience frustration when the effort required to comprehend something exceeds their expected benefit (Hornikx et al., 2010). If the language used in an advertisement is too challenging, it can lead to frustration and negatively impact how the advertisement is perceived. Previous studies have

explored this phenomenon. For example, Gerritsen et al. (2000) found that participants appreciated advertisements more when they had a better understanding of the English used in commercials. Hornikx and Starren (2006) supported this finding, demonstrating that participants preferred slogans that were easy to understand over those that were difficult. Similarly, Hornikx (2010) showed that easy-to-understand ads were more appreciated than those featuring complex English. However, they also noted that ads with difficult English were appreciated similarly to their Dutch equivalents, suggesting that comprehension might not be the sole determining factor when using a foreign language (Triyuni D. 2018, p.146).

As mentioned earlier, perceptions and intentions can vary across different age groups, with younger adults generally more receptive to English-language content compared to older adults. Therefore, age may influence overall appreciation of an advertisement featuring English language. It was hypothesized that there would be a larger difference in appreciation between age groups for advertisements with difficult English compared to those with easy English. To test the impact of English language difficulty in Azerbaijan advertisements on consumer appreciation, the following hypotheses were formulated:

1. Consumers under 40 years (<40) appreciate English advertisements overall more than users aged 40 years and over (≥40).

2. The difference in overall advertisement appreciation between users under and over 40 years of age is more pronounced for difficult-to-understand English advertisements than for easy-to-understand ones (Schoenmaker L. 2016, p.14).

When attempting to define the concept of perceived product quality, many scholars follow the approach of Pirsig (1974), who views product quality as an inherent excellence that cannot be analyzed or examined but can only be recognized through experience (Oude Ophuis & Van Trijp, 1995). According to Zeithaml (1988), perceived product quality refers to consumers' judgment regarding the excellence and superiority of a product. Leading marketing researchers recognize product quality as a significant factor in creating customer value and satisfaction (Oude Ophuis & Van Trijp, 1995). Excellent product quality and services can assist companies in creating customer value and establishing long-lasting competitive advantages in the marke', which can ultimately impact a company's profits (Oude Ophuis & Van Trijp, 1995). Oude Ophuis and Van Trijp (1995) emphasize that learning perceived product quality by consumers is crucial for every company which aims not only to produce products but also to sell them. They highlight the importance for companies to identify relevant quality indicators to adjust their product quality according to the wants and needs of their customers and consumers in general.

When consumers form perceptions of a product's quality, managers must find effective ways to influence this perception (Thomas, Shane & Weigelt, 1998). Besides user experiences, consumers also learn about a brand's quality through brand names and advertising content (Erdem, Keane & Sun, 2008), which highlight brand attributes (Anand & Shachar, 2002). Additionally, several researchers suggest that product quality can be assessed by examining a firm's advertising expenditures (Kihlstrom & Riordan, 1984; Milgrom & Roberts, 1986; Horstmann & MacDonald, 2002). Furthermore, considering that younger consumers tend to have a more positive attitude toward marketing strategies and advertisements, the perceived product quality of consumers may also depend on their age. To examine the influence of the difficulty of English language in Azerbaijan ads and age on perceived product quality, the following hypotheses were formulated:

1. Consumers under 40 years (<40) evaluate the perceived product quality of English ads more positively than consumers aged 40 years and over (≥40).

2. The difference between consumers under and over 40 years of age in terms of perceived product quality is more pronounced for difficult-to-understand English ads than for easy-to-understand English ads (Schoenmaker L. 2016, p.15).

Attitude toward the brand: Companies often aim to establish favorable associations with a product through their messages and advertisements to positively influence consumers (Keller, 2003). Advertisements convey specific brand beliefs and sentiments that influence attitudes toward both the ad itself and the brand behind the advertisement (Suh & Yi, 2006). MacKenzie, Lutz, and Belch (1986) demonstrated that attitudes toward an ad directly impact both brand attitudes and purchase intentions. Berger and Mitchell (1989) found that indirect experiences, such as advertisements, are as influential as direct experiences with the brand or product.

Companies heavily rely on forming favorable brand attitudes through advertising and marketing activities (Kokkinaki & Lunt, 1998). Given that people's attitudes toward marketing strategies and advertisements may change over time and advertisements significantly influence brand attitudes, it is pertinent to consider respondents' age when examining consumers' attitudes toward a brand after exposure to certain advertisements. Therefore, the following hypotheses were formulated to test the effect of the difficulty of English language in Azerbaijan ads and respondents' age on attitudes toward the brand:

1. Consumers under 40 years (<40) exhibit a more positive attitude toward the brand when English ads are used compared to consumers aged 40 years and over (≥40).

2. The difference between consumers under and over 40 years of age in terms of their attitude toward the brand is more pronounced for difficult-to-understand English ads than for easy-to-understand English ads (Schoenmaker L. 2016, p.16).

The concept of purchase intentions has been extensively studied in marketing literature and research (Tsiotsou, 2006). Marketing researchers are particularly interested in purchase intentions because they are strongly linked to consumers' actual buying behavior, with several studies demonstrating a positive correlation between purchase intentions and behavior (Tsiotsou, 2006). Therefore, it is crucial for marketing professionals within organizations to predict future sales of both new and existing products, which can be forecasted based on people's purchase intentions. Studies on purchase intentions can aid marketers in making decisions related to product demand and promotional strategies (Tsiotsou, 2006). Additionally, MacKenzie et al. (1986) showed that attitudes toward an ad directly affect both brand attitudes and purchase intentions. Given that people's attitudes toward brands or products may vary across age groups, age can also significantly influence purchase intentions after exposure to a specific advertisement. Consequently, understanding whether the difficulty of English in advertisements in Azerbaijani influences consumers' buying behavior can assist marketing professionals in making decisions about company marketing and advertising strategies. This leads to the following hypotheses:

1. Consumers under 40 years ($<$40) of age exhibit higher purchase intentions after viewing English ads compared to consumers aged 40 years and over ($\geq$40).

2. The difference in purchase intentions between consumers under and over 40 years of age is more pronounced for difficult-to-understand English ads than for easy-to-understand English ads (Schoenmaker L. 2016, p.17).

As discussed in previous sections on adaptation and standardization of international advertisements, the language used in advertisements is a crucial consideration for marketing professionals when developing an advertising strategy, as different consumers have varying attitudes and preferences regarding ad language. Some marketing strategists adopt an adaptive approach, while others opt for standardization to establish a specific brand image, save costs, and prevent mistranslations (Flores, Chen & Ross, 2014). According to Chen, Ross, Yen, and Akhapon (2009), consumers typically prefer content in their local language. Hornikx and O'Keefe (2009) support this by stating that ads adapted to a local language are more persuasive, liked, and preferred by consumers than those not culturally adapted. Conversely, Hornikx and Starren (2006) suggest that consumers may prefer English in advertisements for its international appeal, which can be attractive to consumers. To examine preferences for Azerbaijani or

English language in advertisements among consumers in Azerbaijan, the following hypotheses were formulated:

1. Azerbaijan consumers under 40 years (<40) of age prefer English language in advertisements over Azerbaijani language more than Azerbaijan consumers aged 40 years and over (≥40).

2. Azerbaijan consumers prefer English language in advertisements over Azerbaijani language when easy English language is used, and prefer Azerbaijani language over English language when difficult English language is used.

The primary aim of this part of the study was to examine how the complexity of English language in advertisements in Azerbaijan influences consumers' brand evaluations across different age groups. This section focuses on discussing and drawing conclusions on whether age and the difficulty of English language had any impact on brand evaluations, aligning with the previously stated hypotheses.

Previous research suggests that younger generations exhibit more favorable attitudes toward advertising compared to older generations, indicating that younger adults are generally more receptive to advertisements and comfortable with marketing efforts (Shavitt, Lowrey & Haefner, 1998). Additionally, Gerritsen et al. (2000) suggest that younger adults also hold a more positive view of the English language than older adults. Consequently, it was hypothesized that participants under 40 years of age in this study would show higher brand evaluations after exposure to an English ad compared to participants aged 40 years and over.

The analysis of age differences in Azerbaijan consumers' overall appreciation of English ads revealed that there was no statistically significant difference in the overall appreciation of the ad between the two age groups for the Sportlife and Sprite advertisements. However, for the Dr. Oetker and Doritos advertisements, participants under 40 years of age indicated higher overall appreciation of the English ads compared to participants aged 40 years and over. Therefore, H1a was partly accepted, supporting existing literature that highlights younger adults' more positive attitudes toward advertising (Roberts & Manolis, 2000).

In addition to assessing age-related differences in brand evaluations, this study also investigated the impact of the difficulty of English language in ads by categorizing them as easy- or difficult-to-understand. Existing literature suggests that consumers generally prefer advertisements featuring easy-to-understand English language over those with difficult language . Furthermore, Gerritsen et al (2000) argue that younger individuals often have better English language comprehension, which can influence their appreciation and effectiveness of foreign language advertisements.

Contrary to expectations, the results of this study showed that consumers under 40 years of age rated the overall appreciation of only one difficult advertisement (Doritos ad) and one easy advertisement (Dr. Oetker ad) higher than participants aged 40 years and over. Additionally, the difference in overall appreciation between difficult and easy advertisements was not significantly larger for consumers under 40 compared to those over 40.

According to a 2021 study which focusing on the impact of social media advertising on consumers in Azerbaijan, aiming to uncover the role of individual attitudes towards social media advertising and its influence on purchasing behavior, considered demographics and unplanned buying behavior (Məmmədova G. 2021, p.65).

It is evident that social media advertisements significantly influence consumers' unplanned purchasing behavior in Azerbaijan. Therefore, the hypothesis stating that "In Azerbaijan, social media advertisements cause consumers' unplanned purchasing behavior" (H1) is accepted.

Additionally, a relationship analysis using process models by Andrew F. Hayes was conducted to assess the impact of demographic indicators on unplanned purchasing behavior influenced by social media ads. When including gender in the model, it was determined that gender does not act as a moderator affecting unplanned purchasing behavior driven by social media ads. Thus, the hypothesis suggesting that "Social media ads lead to greater unplanned purchases in women than in men" (H2a) is not supported by the research findings.

Moreover, considering age as a factor in the model, it was found that age does moderate the impact of unplanned purchasing behavior driven by social media ads. The regression equation indicates that respondents over 26 years old are more influenced (0.63 units) by social media ads on unplanned purchasing behavior compared to respondents aged 16-25 (0.45 units). Therefore, the hypothesis stating that "Social media advertising leads to more unplanned purchases in 16-25-year-olds compared to those over 26-years-old" (H2c) is supported by the research results.

Analyzing the impact of social media advertising on unplanned purchase behavior, we incorporated various demographic factors into the model to assess their influence. When considering education level as a moderator, it was found that education level does indeed moderate the effect of social media ads on unplanned purchase behavior. Specifically, respondents with a lower educational level are more influenced (0.67 units) by a 1-unit increase in the independent variable compared to those with higher education (0.43 units). This suggests that the impact of social media advertising on unplanned purchases varies with educational attainment. Therefore, the hypothesis stating that "The effect of social media advertising on

unplanned purchasing behavior is proportional to the level of education" (H2e) is not supported by the research findings.

Similarly, when incorporating personal income level into the model, it was determined that personal income does not act as a moderator affecting unplanned purchase behavior driven by social media ads. Consequently, the hypothesis proposing that "The effect of social media advertising on unplanned purchases is greater in consumers with low income compared to those with a high income level" (H2b) is not supported.

Furthermore, including employment status as a factor in the model revealed that employment status does not moderate the impact of social media advertising on unplanned purchase behavior. Thus, the hypothesis suggesting that "Social media ads lead to greater unplanned purchases in the working population compared to the non-working population" (H2d) is not supported by the research findings.

4.4. Cultural and linguistic aspects of advertising in English

The fundamental purpose of language is to facilitate human communication, which heavily relies on the speaker's linguistic proficiency and cultural awareness. Understanding the relationship between language and culture is essential for effective communication, whether in one's native language or when acquiring a foreign language. Language and culture are integral to cooperative coexistence and social practices developed by humanity over centuries. Cultural awareness fosters understanding and tolerance toward behaviors different from one's own, allowing for effective cross-cultural dialogue.

Intercultural communication necessitates a deep understanding of vocabulary structure and its diverse usage. Advertising texts have become a subject of linguistic research, particularly employing a linguacultural approach. The Latin root of "advertisement," 'advertere,' meaning 'to turn towards,' underscores the aim of advertisements to capture our attention.

Living in due to the influence of the 21st century, technology, our lives are intertwined with mass media and technical devices, with advertising serving as a prominent feature. Advertising is viewed as an external reflection of culture, with each country communicating through numerous commercials that reflect cultural nuances and stereotypes. Advertisements not only convey messages about products but also aim to influence individuals psychologically.

"Advertising" has pervaded many aspects of our daily lives, and people often use ads for various purposes such as marketing and attraction. This article will examine an advertisement called "Inclusion & Diversity-Open" published by "Apple Inc.". The subject of

this study is to analyze the "linguistic features" of the advertisement from four different perspectives: "writing techniques", "vocabulary", "syntactic features" and "rhetorical devices". Additionally, based on this ad, the author presents a profound thought, emphasizing that every individual must work together to achieve "diversity and inclusion".

The language of advertising is considered a unique linguistic structure governed by its own principles, serving non-linguistic objectives. Advertising reflects national-specific worldviews and values, often shaped by cultural and historical contexts. The influence of advertising on societal members is linked to discursive style systems and the widespread dissemination of advertisements.

Successful advertising hinges on linguistic stereotypes that guide consumer behavior. Advertising not only reflects but also shapes linguistic and cultural landscapes. It plays a role in forming consumer-centric personalities while influencing societal moral values. Analyzing advertising discourse can reveal emerging societal value trends.

Advertising messages conveyed through a foreign language are complex and influenced by the cultural characteristics of the target audience and the advertising image's conceptual framework. Effective advertising requires consideration of national characteristics to create impactful advertising images.

Cultural values distinguish individuals across different groups and contribute to their social status and influence. Factors such as country of origin, family background, and profession play significant roles in shaping individuals' cultural identities. The primary objective in analyzing cultural values is to identify and understand the similarities and differences between various cultures (Papavassiliou N. 1997 p.517).

The social aspects of advertising in English encompass various dimensions of how advertising interacts with and influences society. Here are some key points and information related to this topic:

1. **Influence on Culture and Society**: Advertising reflects and shapes cultural values, norms, and behaviors. It can reinforce existing social stereotypes or challenge them by promoting diversity and inclusion.

2. **Consumer Behavior**: Advertising plays a significant role in influencing consumer behavior. It creates desires, shapes preferences, and influences purchasing decisions, impacting individuals and society at large.

3. **Ethical Considerations**: Advertising raises ethical questions related to truthfulness, transparency, and manipulation. Ethical advertising practices contribute to a healthier social environment.

4. **Representation and Diversity**: Advertisements often portray diverse demographics, reflecting changing societal norms. However, there are ongoing discussions about the authenticity and inclusivity of such representations.

5. **Impact on Children and Youth**: Advertising can have a profound impact on children and young people, shaping their values, aspirations, and perceptions of the world.

6. **Role in Media and Technology**: Advertising is deeply intertwined with media platforms and technology. Digital advertising, in particular, has transformed how brands interact with consumers and gather data.

7. **Social Responsibility of Advertisers**: Advertisers have a responsibility to consider the broader social implications of their messages. Responsible advertising practices contribute positively to society.

8. **Regulation and Policies**: Governments and regulatory bodies implement laws and policies to govern advertising practices, aiming to protect consumers and maintain societal values.

9. **Environmental Impact**: Advertising can promote sustainable practices and raise awareness of environmental issues. Conversely, it can also contribute to consumerism and overconsumption.

10. **Cultural Sensitivity and Globalization**: In a globalized world, advertisers must navigate cultural sensitivities and adapt messages to diverse audiences while avoiding cultural appropriation.

These aspects highlight the multifaceted role of advertising within the social fabric, emphasizing its potential to both reflect and shape societal values, behaviors, and norms. Understanding these dynamics is essential for marketers, policymakers, and consumers alike.

Ian Ralston, the Director of American Studies at Liverpool John Moores University, argues that the United States stands out as the most dominant global power in terms of cultural influence and expansion. As an unrivaled superpower, the U.S. has aggressively exported its culture, including music, movies, fast food, sports, and language, on an unprecedented scale. Consequently, American ideas and ideals have permeated virtually every corner of the globe, shaping hearts, minds, livelihoods, and behavioral patterns that have evolved over centuries, often superseding local customs, lifestyles, and philosophies (Hassi A. 2012, p.6-7).

The concept of globalization encompasses two contrasting processes: the emergence of a global culture characterized by societal similarities, and the expression of individual and societal differences Featherstone (1995, p. 9) outlines two opposing views on the cultural impact of globalization: proponents of global culture argue for homogenization, while others advocate for cultural heterogeneity, asserting that diverse cultures can coexist alongside global influences.

Terms like homogenization, Westernization, "Americanization," "CocaColonization," and "McDonaldization" describe the trend towards cultural uniformity (İçli G. 2001, p.165).

Technological advancements have accelerated cultural diffusion, leading nation-states to resemble each other more closely in terms of cultural practices and fostering a movement towards a singular global culture. Media and communication networks further intensify cultural homogenization by eroding differences in daily life practices such as clothing, food, movies, and music.

In contrast, proponents of heterogenization argue against the emergence of a uniform global culture. They emphasize hybridization, mixture, and crossover to explain cultural heterogeneity as a result of intercultural transitions and interactions.

Globalization fosters closer interactions among cultures, facilitating the production and distribution of goods and services globally. However, globalization enhanceing access to products and services, also poses threats to local markets and indigenous products.

In terms of advertising strategies, they are tailored to specific countries and reflect the lifestyle of the respective country's market. For example, Coca-Cola, a brand associated with the American lifestyle globally, customizes its advertisements to celebrate Azerbaijan's traditional "Nevruz Festival" and creates campaigns reflecting Ramadan traditions specifically for Turkey each year (Zeynelov E. 2011).

Foglio and Stanevicius (2007, p. 32) argue that an effective globalization process provides significant advantages for businesses, including (Foglio A. 2006, p.29):

- Balancing globalization and localization;

- Preserving ethnic, cultural, and local characteristics;

- Supporting competition while promoting local and regional attributes;

- Facilitating resource management within and outside the organization;

- Adapting global products to meet local demands;

- Bridging the gap between universal and national cultures, and regional and global communities;

- Accessing new markets beyond local and global saturation;

- Expanding into new geographic areas for both local and global products;

- Gaining competitive advantages through international business processes.

Discussions on global marketing and global marketing concepts often involve considerations of standardization versus adaptation strategies in advertising.

Consumers vary significantly across countries due to differences in spending habits, values, attitudes, and preferences within different cultures. Cultural values play a pivotal role

in consumer motivation, lifestyle, and product choices, often manifesting in consumption behaviors. Cultural factors influence not only what products are bought but also the reasons behind purchases, the methods of purchase, timing, location, and the demographic profile of purchasers. Consequently, it's widely acknowledged that culture impacts all aspects of marketing strategy.

Marketers who overlook foreign cultures or fail to appreciate national distinctions may struggle in the global market. Cultural elements such as traditions, customs, beliefs, and attitudes profoundly shape consumer needs, desires, and satisfaction strategies. Culture significantly influences societal behaviors and norms. Many multinational corporations collaborate closely with market research firms and marketing agencies to gain deep insights into consumer similarities and differences across nations. Given that advertising relies heavily on language and imagery, it is strongly influenced by the socio-cultural behaviors of consumers in diverse countries.

Studies demonstrate how culture profoundly influences human behavior. Gillespie et al. (2004) identify key cultural elements such as religion, language, history, and education, which directly and indirectly convey messages to consumers about goods and services (Gillespie et al., 2004, p. 49). Svend Hollensen (2011) outlines eight fundamental cultural elements that impact international marketing (The linguistic features of advertising English. (n.d.)):

- Language: Reflects cultural identity and is essential for effective communication in global business. Verbal and non-verbal language play crucial roles in information exchange and market access.

- Manners and Customs: Variances in etiquette, such as hand gestures, impact cultural perceptions and behavior. For example, using the left hand for eating is considered impolite in certain cultures.

- Technology and Material Culture: Economic activities are shaped by technological advancements, leading to cultural convergence. Market adoption of technologies like color television varies across regions.

- Social Institutions: Business, political, and family structures influence consumer behavior. Special treatment for relatives is culturally significant in certain societies.

- Education: Transfers skills, ideas, and traditions to new generations, reinforcing cultural values.

- Values and Attitudes: Central beliefs shape consumer preferences and perceptions, requiring thoughtful marketing strategies.

- Aesthetics: Cultural interpretations of beauty influence artistic expressions and consumer perceptions.

- Religion: Major religions like Christianity, Islam, Hinduism, and Buddhism impact consumption patterns and social behaviors. Religious beliefs dictate dietary restrictions, consumption habits, and gender roles.

Religion profoundly influences societies by shaping attitudes towards social and economic aspects (Gillespie et al., 2004). It determines when and by whom goods and services are consumed. Religious beliefs influence consumer behavior, including dietary choices like abstaining from pork or alcohol (Fam, Waller, & Erdogan, 2004).

Global marketers must consider religious beliefs when entering new markets, particularly in regions where Islam is predominant. Understanding religious influences is essential for adapting marketing strategies to cultural sensitivities and consumer behaviors.

The use of advertisements in accordance with social classes, religious beliefs and cultural differences can be analyzed based on the communication concepts of "high context" and "low context" introduced by Edward T. Hall. These concepts can be the focus for examining advertising from different cultures. To understand how the same advertisements are portrayed differently in different cultures, it is important to know the target culture and how it affects people's lives.

These analyses show that advertising is related not only to linguistic features but also to cultural context. Advertising language is a reflection of a culture and therefore it is important to pay attention to how it is used in different cultures. Understanding how people communicate in different cultural contexts is important for creating more effective and meaningful messages in advertising. Therefore, understanding how advertising reflects cultural diversity and inclusivity is important for creating more effective advertising strategies.

1.Writing Techniques: The writing techniques of the advertisement show how the language is used and how the message is tried to be conveyed. This ad uses clear and understandable language. Sentences are simple and clear. For example, the headline "Inclusion & Diversity" immediately conveys the main message.

2. Vocabulary: The words used in advertising reflect the tone and purpose of the message. Concepts such as "inclusion" and "diversity" are at the forefront in this advertisement. These words seem to have been chosen to emphasize diversity and inclusivity.

3. Syntax Features: Sentence structures and how the language is organized are also important. This ad uses simple and direct language. Sentences are short and clear. For example,

the statement that "every individual must work together" emphasizes the main theme of the message.

4. Rhetorical Devices: Rhetoric is the effective use of language. This ad highlights the need for people to work together to achieve diversity and inclusion. This appears to have been used as a rhetorical strategy.

The main message of the ad is to highlight diversity and inclusion and encourage people to work together. This shows the power of language and the cultural context of advertising. The ad's copy appears to have been carefully designed to convey these themes effectively. Yes, "Apple" has run many important campaigns around inclusion and diversity. Here are some examples:

1. Inclusion & Diversity: Apple has launched a campaign called "Inclusion & Diversity". This campaign aims to increase diversity and inclusion within the company and its products. Apple develops features and creates connections and communities for various communities to make its products and services more accessible[1].

2. Racial Equity and Justice Initiative (REJI): Apple has launched an initiative called "REJI" to support racial equality and justice. This initiative aims to remove systemic barriers and combat injustices faced by communities of color. REJI operates the "Propel Center", an innovation hub for Historically Black Colleges and Universities (HBCUs), an "Apple Developer Academy" in Detroit that offers coding and technology training to students, and venture startups for black and brown entrepreneurs. Includes capital fund[2].

3. Supply Chain: Apple prioritizes safe, respectful and supportive work environments for employees in its supply chain. This is part of an approach that supports inclusion and diversity.

4.5. Analysis of Language Techniques in English Advertising Slogans

Numerous scholars, including Leech (1972), Myers (1997), Foster (2001), Ding (2003), Kohli et al. (2007), and Christopher (2012), highlight various language and rhetorical techniques commonly found in advertising slogans. These techniques encompass capitalization, rhyme, alliteration, repetition, wordplay (pun), metaphor, and more, and scholars analyze slogans across different linguistic dimensions: graphical, phonological, lexical, syntactic, and semantic.

At the graphical level, slogans often employ full or partial capitalization and unconventional spelling. Phonologically, slogans heavily utilize rhyme, alliteration, assonance, and occasionally onomatopoeia. Morphologically, scholars note the use of pronouns,

unqualified comparisons, coined words, numerals, adjectives, and verbs. Syntactically, advertising slogans may feature everyday phrases, imperative sentences, questions, varied tenses, idioms or proverbs, ellipsis, parallelism, and repetition (such as anaphora and epiphora). Semantically, slogans frequently employ puns, metonymy, metaphor, synecdoche, personification, simile, hyperbole, and antithesis.

Content analysis is a method used to study the frequency and characteristic aspects of text that interests researchers, particularly in advertising, radio, television, and print media. This method gained popularity in the 20th century, coinciding with the development of sociology as a science. It is particularly effective for analyzing information flows within these media contexts.

Through content analysis, researchers can systematically analyze texts to identify trends in authorial activities and assess potential impacts on consumers. By examining opinions, materials, specific language, and advertised products, researchers gauge the reflection of social reality within these texts.

The introduction of mass media into society has drawn the attention of researchers towards the content and impact of information produced in newspapers, magazines, radio, and television. As these media generate vast amounts of text, they have become essential subjects for social research. Consequently, sociologists have directed their focus towards studying the societal effects of public information texts.

Using a mathematical approach, researchers assess the legality of information flows through various procedures, identify trends, and investigate the objectives of communicators while predicting audience reactions. This method quantitatively expresses specific language units and text fragments, providing insights into how audiences are influenced and how to study and understand these interactions between mass media content and public reception. Researchers analyze whether information will leave an impact and whether audiences can be mobilized, crucial considerations in global research, particularly in advertising.

R. Arnheim, for instance, aimed to analyze radio programs, considering the demand for these programs as they intersect with advertiser interests. Arnheim sought to uncover the values and norms being conveyed to housewives, the life concepts being promoted, and the behavior models being endorsed in these shows. The research concludes that these programs cater mostly to housewives in medium and small towns, lacking representation from the educated class. The programs tend to focus on interpersonal issues rather than broader social problems. The desires and conflicts of characters are simplified, leading to resolutions that downplay deeper societal issues.

Using content analysis, American mass communications researcher J. Gebner sought answers to fundamental questions: why, how, and to what extent researchers portray public opinion in information, including advertisements featured prominently in newspapers, on radio, and on television.

Gebner explored why advertisements occupy specific spaces and their varying volumes, analyzing sources of information beyond legal requirements. He examined whether differences exist between advertisements placed on front pages versus elsewhere, and whether financial dependencies influence the prominence of advertising. Furthermore, Gebner investigated distinctions between newspaper and television advertising.

Treating advertising as information, Gebner analyzed its subject matter, dimensions, placement, format (font, use of photographs or images), information-to-space ratio, and content (product attributes, producer details, buying motives). This pioneering approach was exemplified by the content analysis of commercials conducted at Tartu University's sociological laboratory in the early 1970s, marking the USSR's first comprehensive study of advertising. The primary objective was to assess the impact of various advertising campaigns on specific consumer groups. Over six years, more than 500 consumer goods and food product commercials were produced by the "Estreklamfilm" studio in the Estonian SSR under ministries' orders. This effort included analyzing 67 food product commercials recorded between 1967 and 1973 (Kommunikasiya prosesində reklam: Dərslik/rus dilindən tərcümə. 2008).

Content analysis involves several key tasks:

1. Selection of form and content elements: Identifying and choosing specific elements within advertising materials.

2. Analysis and integration: Analyzing the content of ads and integrating reception characteristics from various advertising sources.

3. Description of content elements: Providing detailed descriptions of both audio and visual components of advertisements.

4. Development of typology: Creating a classification system based on the relationships between different elements found in advertising reels.

The ability to interpret advertising content through the lens of modern societal values is a significant outcome of sociological research, as demonstrated by I.D. Fomichevadyr's 1992 study on bank advertising in foreign magazine pages. This research addresses the challenging task of advertising banking services, emphasizing the importance of quality within advertising texts, reflecting a global interest in qualityof life issues that emerged in the late 1960s.

The concept of modern man's mentality reflects a shift towards valuing quality over quantity, a trend that emerged as journalists' highlighted concerns beyond mere food consumption, such as the composition of food in terms of microorganisms and natural versus artificial components. This shift in mentality was spurred by the increased consumption in the U.S. economy during the late 1950s and 1960s, leading people to prioritize the quality of goods over sheer volume. This era saw the rise of a significant social movement known as "new consumerism," advocating for consumer rights and quality standards in products and services. Within this movement, new organizations emerged to expose the hidden flaws in the production and advertising of goods.

During the mid-1970s, Americans experienced dissatisfaction with product quality, leading to notable rates of product returns across various categories like clothing, household appliances, and automobiles. This dissatisfaction fueled a broader societal shift towards prioritizing quality and accountability.

In the 1980s, foreign magazines featuring bank advertisements adapted their messaging to align with societal values, emphasizing personalized customer service and fostering trust and prestige through competitive pricing. "Personal service" emerged as a key focus in bank advertising, promoting tailored advice, investment insights, and financial analysis to establish strong interpersonal connections with customers (Kommunikasiya prosesində reklam: Dərslik/rus dilindən tərcümə. 2008).

Sociological studies from the late 1970s and early 1980s further highlighted a shift towards valuing individuality not just physically, but also in terms of social habits and life choices, reflecting a growing trend towards individual autonomy and the pursuit of unique identities.

Upon analyzing sampled slogans, it has been observed that English advertising frequently employs various forms of figurative language. The most common examples identified include simile, metonymy, metaphor, pun (wordplay), personification, apostrophe, symbol, and paradox.

Simile is defined as "a figure of speech where one thing is likened to another to enhance and clarify an image. It involves an explicit comparison using the words 'like' or 'as'" (Cuddon, 1999, 830). According to Ding (2003), similes are often used in advertising to highlight positive attributes of the product or service and evoke emotional connections:

- "Easy as Dell" (Dell)

- "Now hands that do dishes can feel as soft as your face" (Fairy Washing Liquid)

Metonymy, as defined by Cuddon, is "a figure of speech where the name of an attribute or thing is substituted for the thing itself":

- "Do you have the bunny inside?" (Energizer)

Other examples of figurative language in advertising slogans include:

- "You never actually own a Patek Philippe. You merely look after it for the next generation" (Patek Philippe watch)

- "I like Volvo" (Volvo) (Dubovičienė T. 2014, p.64).

These examples demonstrate how advertisers creatively use figurative language to convey messages and enhance the appeal of their products or services.

Myers suggests that metonymy is frequently used in advertisements "where the product is linked with certain individuals or surroundings" (Myers, 1997, 127-8). In the analysis of advertising slogans, metaphor was identified in several instances. Metaphors contribute to the aesthetic appeal of the message and highlight the main idea by describing one object in terms of another, often through implicit comparison. By using metaphors, two seemingly unrelated things are compared, revealing similarities or connections that might otherwise remain hidden:

- "It just feels right to hold the internet in your hands" (Apple iPad)

- "Bounty - the taste of paradise" (Bounty candy bar)

- "Put a tiger in your tank" (Esso)

- "It gives you wings" (Red Bull)

Leech argues that metaphors are valuable in advertising language because they "suggest the appropriate emotive associations for the product" (Leech, 1972, 182).

Many of the analyzed slogans are based on puns, which involve wordplay for humorous effect. According to Cuddon, puns are often used to create a playful or witty tone. Consider the following examples:

- "Empowering people" (Acer)

- "Because the Citi never sleeps" (Citibank)

- "Brilliant cleaning starts with Finish" (Finish Detergent)

- "Better gas mileage. A Civic responsibility" (Honda Civic)

- "If you want to impress someone, put him on your Black list" (Johnnie Walker Black Whiskey)

- "Get Rich quick" (Kenco Really Rich Coffee)

- "Have you met life today?" (Metropolitan Life (MetLife))

- "Alarmed? You should be" (Moss Security)

- "It's how the smooth take the rough" (Range Rover)

These examples illustrate how advertisers use metaphors and puns creatively to engage consumers and convey memorable messages about their products or services.

Personification involves attributing human qualities to inanimate objects or abstractions, making them more relatable and engaging. According to Cuddon (1999), personification is "the impersonation or embodiment of some quality or abstraction." Advertisements often use personification to infuse drama and interest into their messages:

- "Imagination at work" (General Electric)

- "The first cream that renews your skin during the night" (Nivea) (Dubovičienė T. 2014, p.67).

Apostrophe is another figurative language device employed in advertising slogans, where non-human entities or abstract concepts are addressed as if they were capable of understanding:

- "Hot'n juicy" (Dave's cheeseburgers)

- "Bring out the best" Hellmann's real mayonnaise (Hellmann's mayonnaise)

- "Finger lickin' good" (KFC)

- "You've never seen 'Bodie's' like this!" (Victoria's Secret)

- "Where's the beef?" (Wendy's)

Symbolism is also utilized in advertising, where certain objects represent deeper meanings or concepts:

- "A Diamond is Forever" (DeBeers diamonds)

- "Eternity Ring" (DeBeers diamonds)

- "The Trilogy Ring" (DeBeers diamonds)

Lastly, paradox, a device involving seemingly contradictory statements that reveal a deeper truth upon reflection, is a rare but impactful element in advertising slogans:

- "Nothing sucks like an Electrolux" (Electrolux)

These examples demonstrate how advertisers employ various figurative language techniques to create memorable and persuasive slogans that resonate with consumers.

The use of various rhetorical devices in advertising is prevalent, with repetition being the most frequently employed. Repetition, as defined by Cuddon (1999), serves as a unifying element in poetry and prose, encompassing a range of elements such as sounds, words, phrases, and ideas. Anaphora, a type of repetition where words or phrases are repeated in successive clauses, and epiphora or epistrophe, where the same word ends each clause, are common rhetorical devices used to evoke emotions and persuade audiences. Consider the following examples:

- Barclays: "Get to the very top with the very best"

- Canon: "If anyone can, Canon can"

- Colgate Toothpaste: "It cleans your breath while it cleans your teeth"

- Ebay: "Buy it. Sell it. Love it"

- Energizer Batteries: "It keeps going, and going, and going"

- Hyundai: "Heavy industries. Happy industries"

- Nestle Kit-Kat: "Have a break. Have a Kit-Kat"

- Nintendo 64: "Get N or get out"

- Nokia: "See new. Hear new. Feel new"

- Reebok: "I am what I am"

Comparison, another rhetorical device, involves comparing two entities without explicitly stating the second term, leaving it to the audience's interpretation. This unqualified comparison increases audience engagement and interest. Examples of comparison in advertising include:

- Ajax: "Stronger than dirt"

- Carlsberg: "Probably the best beer in the world"

- Disneyland: "The happiest place on earth"

- Hallmark: "When you care enough to send the very best"

- Matchbox: "We sell more cars than Ford, Chrysler, Chevrolet, and Buick combined"

Parallelism, characterized by similar constructions and meanings placed side by side, creates a balanced flow of ideas and enhances persuasion through repetition. Examples of parallelism in advertising include:

- Estee Lauder: "More defined. More conditioned. More beautiful lashes. More than Mascara with more black impact"

- Ford: "Talks inside. Shouts outside. New 2006 Fiesta"

- Guinness: "My Goodness. My Guinness"

- Sony: "Sony recommends Windows XP for Business. More than you'd expect. Less than you thought"

Antithesis, the use of contrasting ideas for effect, is often employed in prose to convey impactful messages. Examples of antithesis in advertising include:

- CNN: "Small seeds generate big ideas"

- Samsung: "Imagine a mini phone with maximum style and design"

Hyperbole, a figure of speech involving exaggeration for emphasis, is used to highlight the best features of advertised products. Examples of hyperbole in advertising include:

- Lancôme: "Fight wrinkles! Renew collagen in just 48 hours"

- Lexus: "Takes You Miles Away in Seconds"

- Pioneer: "Everything you hear is true"

- Purina Dog Food: "The Closest Your Dog Will Ever Get To Being A Dragon"

In conclusion, these rhetorical devices play a crucial role in advertising by capturing attention, enhancing engagement, and emphasizing key messages to persuade and appeal to diverse audiences.

Let's analyze the use of effective words related to consumers' family relationships, social lives, and professions in the provided advertisements.

1. Gucci ('Quality is remembered long after price is forgotten') **Rhetorical Analysis:**

- Subject: Emphasizes the quality of Gucci's products.

- Purpose: Provokes and reassures target masses about product quality.

- Tone: Promising and confident.

- Diction: Cleverly uses words like "Quality" and "Price" to convey a strong message.

- Syntactic Structure: Employs a complex sentence with two clauses.

Rhetorical Devices:

- Antithesis: Contrasts "quality" and "price" to highlight lasting value.

- Apostrophe: Appeals to the masses by addressing them indirectly.

- Merism: Emphasizes the contrast between "remembered" and "forgotten."

Effective Words: "Quality," "Price," "Remembered," "Forgotten"

2. Levi's ('Live in Levi's) **Rhetorical Analysis:**

- Subject: Highlights the quality and style associated with Levi's.

- Purpose: Emphasizes the integral connection between quality and style.

- Tone: Guaranteeing and confident.

- Diction: Links "quality" and "style" to convey a non-negotiable aspect of Levi's brand.

- Syntactic Structure: Utilizes an independent clause to convey a complete idea.

Rhetorical Devices:

- Apostrophe: Speaks directly to the audience, ensuring their understanding.

- Merism: Incorporates style as a definitive trait of Levi's products.

Effective Words: "Quality," "Style," "Live," "Levi's"

3. Sensodyne (Dentist recommended brand for protection against tooth sensitivity') **Rhetorical Analysis:**

- Subject: Highlights Sensodyne as the top recommended brand by dentists.

- Purpose: Provides reliable information and emphasizes product benefit.

- Tone: Descriptive and authoritative.

- Diction: Uses statistics and authoritative terms like "dentist" to establish credibility.

- Syntactic Structure: Combines the product with its usefulness (metonomy) within a simple extended two-member sentence.

Rhetorical Devices:

- Merism: Mentions protection against tooth sensitivity as a key benefit.

Effective Words: " Dentist recommended," "Protection," "Tooth sensitivity"

4. Uber ('Everyone's private driver) **Rhetorical Analysis:**

- Subject: Promotes Uber's service of providing personalized transportation.

- Purpose: Addresses the need for convenient and accessible travel.

- Tone: Pleasing and reassuring for individuals facing transportation challenges.

- Diction: Uses inclusive language ("Everyone") and emphasizes safety ("private").

- Syntactic Structure: Conveys the entire service purpose in a concise phrase.

Rhetorical Devices:

- Apostrophe: Directly appeals to the audience using "Everyone."

- Merism: Highlights the concept of a personal "driver" rather than just a car.

Effective Words: "Everyone," "Private," "Driver"

Findings:

- **Family Relationships:** Advertisements like Sensodyne indirectly target families by promoting dental health (a concern often shared among family members).

- **Social Lives:** Levi's and Gucci appeal to consumers' social lives by emphasizing quality and style, which are often important aspects of social identity.

- **Professions:** Sensodyne leverages the authority of dentists to influence consumer decisions, reflecting a focus on professional endorsements.

- **Inclusive Language:** Uber's tagline demonstrates inclusivity by addressing "Everyone," appealing to a diverse audience based on their transportation needs.

These effective words and rhetorical devices contribute to the advertisements' impact on consumers' perceptions, aligning with their family relationships, social lives, and professions to create persuasive messaging that resonates with diverse audiences.

Based on the stylistic analysis provided for the brand taglines, we can examine how these language methods impact the social status of consumers,their religious beliefs, and marital status. Let's analyze the effects of the specific slogans mentioned:

1. Coca-Cola ("Open happiness"):

- Effect on Consumers: This tagline utilizes rhetorical devices like apostrophe, metaphor and metonymy. The phrase "Open happiness" appeals to emotions (pathos) by associating the act of opening a Coke with experiencing happiness. This message could resonate across different social classes and religious beliefs by tapping into universal desires for joy and pleasure. It's likely to appeal to a wide audience irrespective of marital status.

2. McDonald's ("I'm Lovin' It"):

- Effect on Consumers: The tagline uses apostrophe and consonance. By employing informal language and direct speech, it aims to create a feeling of craving or desire (pathos) among consumers. This approach might particularly resonate with younger audiences and those from lower to middle-income backgrounds due to its casual, accessible tone.

3. Google ("Don't be evil"):

- Effect on Consumers: Google's tagline uses apostrophe and euphemism. The phrase warns users in a somewhat sarcastic manner, appealing to their sense of caution (ethos) while searching online. This could be interpreted differently based on religious beliefs, with some seeing it as a reminder of ethical behavior and others as a playful directive.

4. Facebook ("Helps you connect and share with people in your life"):

- Effect on Consumers: This tagline like a riddle, employs apostrophe and merism. By emphasizing connection and sharing, Facebook appeals to the need for social interaction (pathos) across various social classes and marital statuses. It's likely to resonate more with individuals who value relationships and community.

5. L'Oréal ("Because you're worth it!"):

- Effect on Consumers: L'Oréal's tagline uses apostrophe and assonance/consonance. The message directly addresses self-worth and confidence (pathos), particularly appealing to women of diverse religious beliefs and marital statuses. It reinforces positive self-image and empowerment.

6. Maybelline ("Maybe it's Maybelline"):

- Effect on Consumers: This tagline uses repetition and ambiguity. By suggesting uncertainty about beauty (ethos), it invites consumers to consider the brand's makeup products. This message might resonate more with younger consumers from varying social classes who enjoy the idea of transformation and self-expression.

These language methods impact consumers across social classes, religious beliefs, and marital statuses by strategically appealing to emotional, ethical, and aspirational aspects. The use of rhetorical devices helps create connections and associations that transcend demographic boundaries, making these slogans effective in reaching diverse audiences with specific desires

and aspirations. Each tagline leverages linguistic elements to evoke certain feelings or actions, thereby influencing consumer perceptions and behaviors in nuanced ways.

CONCLUSION

The variation of English in advertisements reflects nuanced considerations of gender, social status, and age to effectively communicate with diverse audiences and achieve marketing objectives. Language choices play a critical role in crafting persuasive messages that resonate with specific demographic segments, and cultural sensitivities and promoting inclusivity in the following ways:

- Advertisements often vary their language style and tone based on the target audience's gender, social status, and age. For instance, ads targeting younger audiences may use more informal and trendy language compared to ads targeting older demographics.

- Vocabulary choices in advertisements can reflect different social statuses. Luxury brands may use sophisticated and exclusive language to appeal to higher social classes, while more accessible brands use simpler language to target broader audiences.

- Advertisements sometimes employ gender-specific language and stereotypes. Ads targeting women prefer words associated with beauty, fashion, and caregiving, while ads targeting men give preference to language related to strength, success, and adventure.

- Advertisements often incorporate cultural nuances which resonate with specific age groups. For example, ads aimed at older adults might express nostalgia or traditional values, whereas ads for teenagers might include references to popular music, movies, or trends.

- Sentence structure and grammar can be based on the target audience's age and social status. Ads targeting educated individuals might use more complex sentence structures, whereas ads for younger audiences use shorter sentences and more casual grammar.

- Advertisements often incorporate slang and jargon that align with the language preferences of different age groups. Youth-focused ads may include trendy slang, while ads for professionals might use industry-specific jargon.

- Advertisements aimed at diverse audiences tend to use language that reflects inclusivity and diversity. They may avoid stereotypes and use inclusive language to appeal to a broader range of consumers across genders, social statuses, and age groups.

- The style of address in advertisements can vary due to the target demographic. Ads may use formal or informal address depending on the perceived social status of the audience and the desired level of engagement.

- Advertisements often adapt their language to align with cultural norms related to gender, social status, and age. They may avoid language that could be considered offensive or insensitive within specific cultural contexts.

- The language used in advertisements employs various persuasive techniques tailored to different audiences. Techniques like emotional appeal, humor, or logical reasoning may be adjusted to the characteristics of the target demographic.

- Advertisements strike a balance between visual and verbal elements considering preferences and receptiveness of different age groups and social statuses. Some audiences may respond more to visuals, while others pay closer attention to verbal messages.

- In digital advertising, language variation extends to interactive elements that engage different age groups and social statuses. Personalized language and targeted messaging enhance user experience and effectiveness.

- The language used in advertisements contributes to shaping brand image and identity, which can appeal differently to various gender identities, social classes, and age groups.

- Advertisements are increasingly mindful of using language that respects gender, social status, and age diversity. Responsible language practices contribute to building positive brand perception and consumer trust.

- Advertisements adapt language to localized cultural nuances while maintaining global appeal. This adaptation considers gender norms, social hierarchies, and age-related preferences across different markets.

PEDAGOGICAL IMPLICATIONS

The findings from the research on variations in English-language advertisements, analysed through the lenses of age, social status, and gender, offer several pedagogical implications. These can be integrated into language education, advertising, marketing courses, and broader communication studies. Here are some possible implementations:

Curriculum Development

1. Incorporation of Real-World Examples:

- Include the advertising style of language into the curriculum within the Stylistics of English and benefit from its potential in such disciplines as Translation, Semantics as well as Pragmatics and General Linguistics since Advertising texts are rich not only in implied or presupposed meanings but also from the other text types due to their specific structural properties.

Advertisements, targeting to influence different demographics in different ways, shed light on practical applications of theoretical concepts related to sociolinguistics and consumer behaviour by exploring the systemic potential of all levels of the language.

PERSPECTIVES

While the current research provides significant insights into the linguistic strategies employed in English-language advertisements, there are several areas where future research could further enhance our worldview of advertising style as a special sociolinguistic variation of language.

- Extending the research to include cross-cultural comparisons would be beneficial. Analyzing how English-language advertisements differ when targeted at various cultural groups within different countries or regions can reveal how cultural norms and values influence linguistic choices. This contrastive-comparative approach can help identify universal advertising strategies versus those that are culture-specific, enhancing global marketing strategies.

- Future research should also consider the impact of sociopolitical changes on advertising language. For example, the increasing focus on social justice, diversity, and inclusion is likely to influence how advertisements are crafted. Studying how language in advertisements evolves in response to these sociopolitical trends can provide valuable insights into the dynamic relationship between society and advertising.

- The integration of advanced technologies like artificial intelligence and machine learning in advertising offers another rich area for future research. Examining how these technologies influence linguistic choices and personalization in advertisements can provide insights into the future of targeted advertising. Specifically, analyzing the role of chatbots, voice assistants, and personalized ad recommendations could reveal new trends in linguistic adaptation.

- Conducting longitudinal studies to track changes in advertising language over time can provide a historical perspective on how linguistic strategies evolve. This approach would help identify long-term trends and the factors driving changes in language use within advertisements.

In conclusion, while the current study offers valuable insights, expanding research into these areas will provide a more nuanced understanding of the role of language in advertising. As the advertising landscape continues to evolve, ongoing research will be crucial in adapting strategies to remain relevant and effective in a rapidly changing world.

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APPENDIX

Abstract

This research examines the social variation of the English language in advertising. The main purpose of this study is to analyze the patterns of social variation in English and to identify the main factors influencing language choices in advertising texts. Through a qualitative method, this study seeks to answer several key questions: How does gender affect language use in different advertisements? What role does social status play in shaping linguistic advertising texts? How does language change across the advertisements and what implications does it have for social identity? How do age groups affect to creating advertising texts? Therefore, the study analyzed language patterns in advertising texts to reveal ways in which advertising scriptwriters used language strategically to target different demographic groups. Language change in advertising serves as a lens through which wider societal attitudes and stereotypes can be examined. Insights into the intersections between language, identity, and consumer behavior have been gained by studying how advertisers tailor language to specific social groups.

Keywords: English language; advertisements; social varieties.

Xülasə

Bu tədqiqat reklamlarda İngilis dilinin sosial variasiyasını araşdırır. Bu tədqiqatın əsas məqsədi reklam tipli mətnlərdə ingilis dilində sosial variasiya nümunələrini təhlil etmək və dil seçimlərinə təsir edən əsas amilləri müəyyən etməkdir. Kəmiyyət və keyfiyyət metodlarının kombinasiyası vasitəsilə bu tədqiqat bir neçə əsas suala cavab tapmağa çalışır: Gender müxtəlif reklamlarda dil istifadəsinə necə təsir edir? Reklam mətnlərində sosial status linqvistik davranışın formalaşmasında hansı rol oynayır? Buna görə də, tədqiqat zamanı reklam ssenaristlərinin müxtəlif demoqrafik qrupları hədəfləmək üçün dildən strateji istifadə yollarını aşkar etmək üçün reklam mətnlərindəki dil nümunələrini təhlil edilmişdir. Reklamlardakı dil dəyişikliyi daha geniş ictimai münasibətlərin və stereotiplərin araşdırıla biləcəyi obyektiv rolunu oynayır. Reklamçıların dili xüsusi sosial qruplara necə uyğunlaşdırdıqlarını öyrənməklə dil, şəxsiyyət və istehlakçı davranışı arasındakı kəsişmələrə dair fikirlər əldə edilmişdir.

Açar sözlər: ingilis dili; reklamlar; sosial variasiyalar.

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