HIDDEN PERSUADERS IN THE LANGUAGE OF ADVERTISEMENT IN BANGLADESH: A PSYCHOLINGUISTIC ASSESSMENT

ABSTRACT

Thesis Submitted for the award of the degree of Doctor of Philosophy in LINGUISTICS

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ABSTRACT

The present study will make both descriptive and experimental studies on the language of advertisement of Bangladesh with a view to looking at its salient linguistic elements as well as its effects on consumer behavior.

The proposed topic intends to see the manipulations made by the advertising copywriters in the form of unconventional word formation, word order scrambling and semantic improvisation of the lexical, syntactic and semantic aspects of Bangla language in order to make a special effect on the minds of the audience. It also plans to search the ways in which the copywriters implicitly urge the customers to buy their product by using ‘hidden persuaders’. Finally, it will endeavor to make an experiment on some educated consumers to observe how they react to implicit vis-à-vis explicit advertisements as well as the concept of advertising as whole. In discussing all these the Bangla advertisements made in radio, television and print (newspaper & magazine) will be the material under study.

The study will be presented in five chapters with three core chapters, an introductory chapter and a chapter concluding and summarizing the study.
The first chapter will consist of seven sections. The first section will make some general introductory remarks on advertising and language. The second section talks briefly about advertising and semiotics and justifies why semiotic aspects will not be taken in the present study. The third and fourth sections will discuss language of advertising in general and the present situation of language of advertisement in Bangladesh. The fifth section will give a brief account of the historical development of advertisements in Bangladesh in all the three media. The sixth section will talk about some earlier works made in advertising and language of advertising by different scholars and finally, the present study will be introduced in section 7. In this section, the relevance, scope, objectives, and methodology of the present study will be briefly informed.

The second chapter will talk about the hidden persuaders that are used by the copywriters in Bangladesh to attract the consumers. It will have eight sections. After introduction, in the second section the term ‘hidden persuaders’ will be defined. The third section will talk about the state of hidden persuaders in Bangladeshi advertising. Fourthly, the indirect communication pact that take place between the copywriter and the target audience will be highlighted. The fifth section deals with some salient features the advertisements with hidden persuaders have. In the next section, a discussion on what type of communicative strategies the
copywriters of Bangladesh adopt to deal with issues that are socially known as taboos. The seventh section will take up some common claims made by the copywriters about the product that are originally neither true nor false, but implicitly persuades the consumers to buy the product. The chapter will end with some concluding remarks.

The third chapter will be a comprehensive analysis of the linguistic manipulations that are made in the advertisements of all the three advertising media in Bangladesh. This chapter will also have eight sections. After introduction, it will make introductory comments on linguistic manipulations in Bangladesh before taking up linguistic manipulation in Bangladeshi ads at different linguistic levels. The third section will show how the copywriters toy with Bangla phonology before discussing the lexical innovations in the fourth section. This section will be a long one with some sub-sections where different types of lexical improvisations are to be discussed with examples. Fifthly, it will take up the word order scrambling made at the syntactic level. In the sixth section, under semantic level, detailed discussion will be made to see how an unconventional association is made by the copywriters between a product name or its attribute with a lexical item in the advertising message. The seventh section will deal separately the classified advertisements that are exclusive to print media only. Here, some salient classified advertisements will be exemplified to
show their linguistic peculiarities. The chapter will come to an end with conclusion.

The fourth chapter will be an experimental chapter. Here experiments will be made on some university students to prove two assumptions. The first assumption is that, the consumers react positively towards advertisement as against no advertisement at all. Secondly, advertisements with hidden persuaders will be more acceptable to educated consumers in comparison with advertisements with explicit persuaders. The experiment will be made through preparing a questionnaire and taking interviews from respondents chosen by using simple random sampling method. Finally, the hypotheses will be proved right or wrong by finding the results through statistical calculations.

The fifth and the final chapter will be ‘Summary and Conclusion’. Here, the summary of the findings in each chapter will be discussed. After that, there will be discussions on some points which the study claims to contribute in the fields of Linguistics and Advertising. The chapter will end with some suggestions for further research in language of advertising from both Linguistics and marketing perspectives.
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To my parents

whose prayers and guidance

have brought me to this level
This is to certify that the thesis entitled "Hidden Persuaders in the Language of Advertisement in Bangladesh: A Psycholinguistic Assessment" submitted by Mr. Abdullahis Salman Al-Azami in partial fulfilment of the requirements for the award of the degree of Doctor of Philosophy in Linguistics, has been completed under my supervision.

It is further certified that Mr. Abdullahis Salman Al-Azami has fulfilled all the conditions laid down in the Academic Ordinances with regard to the Ph.D. Coursework, and that to the best of my knowledge the thesis contains his own research.

Dr. A. R. Fatihi
Supervisor
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I thank from the core of my heart Mr. Abdul Qader, Director of the National Broadcasting Authority of Bangladesh for his timely support in collecting some information from radio and television. I am also thankful to the Director, National Archives Bangladesh for allowing me to use their library.

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CHAPTER 1

INTRODUCTION

1.1. Advertising and Language

One of the most crucial components of the modern business world is advertising. One cannot ignore the role it plays in commercial perspective. It is a mode of persuasive communication system, which the Encyclopedia Britannica defines as follows:

"the technique used to bring products, services; opinions or causes to public notice for the purpose of persuading the public to respond in a certain way toward what is advertised. Most advertising involves promoting a good that is for sale, but similar methods are used to encourage people to drive safely, to support the various charities, or to vote for political candidates, among many other examples. In many countries advertising is the most important source of income for the media (e.g. newspapers, magazines, or television stations), through which it is conducted. In the non communist world advertising has become a large and important service industry".
The definition given by ‘The institute of Practitioners in Advertising’ is:

"Advertising presents the most persuasive possible selling message to the right prospects for the product or service at the lowest possible cost".

The American Marketing Association (AMA) makes the definition a bit more explicit. It says:

"Advertising is any form of non-personal presentation of goods, services or ideas for action, openly paid for by an identified sponsor".

Through advertising, the advertiser disseminates information and persuasion about a product to the audience. The significance of advertising in informing, persuading and reminding a consumer in this age of media boom is something that one cannot ignore. Through this highly sophisticated force of communication, advertising affects every single individual exposed to it in some way or other.

Now-a-days, advertising not only functions as the persuasive communicative tool, but also as a means of survival in a market that is flooded with competitors. Advertising amalgamates the disciplines of
Marketing, Behaviorist Psychology and Information Technology where the vulnerable areas of human psychology are exploited in the process of persuasion by employing modern technological know-how.

Batra, Myers & Aaker (2001) classifies four major advertising institutions that collectively constitute the advertising industry. Firstly, the advertiser who is a manufacturer, a producer a retailer or else, one who actually pays for the advertisement in order to inform the customers about their existence. To do this, the advertiser approaches an advertising agency, the second institution that actually creates the advertisement and makes the media-allocation decisions. After focus group discussions and research, the agency first comes out with the creative theme and the media recommendations. The creative theme is first customized into different media needs and then accordingly, the message development, evaluation, selection and finally the execution is made. The third institution is the media, the gateway of the advertisement to reach the audience. The media includes print (newspapers, magazines, periodicals etc.), electronic (radio, television, audio & video cassettes & CDs, cinema theatres etc.) and outdoor (hoarding, posters, wall writing, leaflets, banners etc.). Finally, the fourth institution, the research suppliers provide the actual feedback of the audience's response about an advertisement. The research organizations make surveys and experiments on the consumers and
convey the people's opinions to the agencies and the advertisers.

No doubt the goal of advertising is achieved if the communication is effective. Therefore, communication is the main focal point of an ad campaign. The advertising communication system revolved around five elements as discussed by Batra, Myers & Aaker (2001).

The first element in advertising communication system is source. It is through source that the advertising originates. Mostly, it is the company offering the product (advertiser) that is the source of the advertisement.

The next level is the message. By message, it is meant the totality that the receiver perceives including both the content and execution of the advertisement.

The third level, the channel is the media through which the message is transmitted. Be it, electronic, print or outdoor media, the type of communication and its impact vary from one media to another due to the differences in media characteristics.

Then comes the receiver. In advertising communication system, they are called the target audience. The variables in this category may be described in terms of audience segmentation, lifestyle benefits
sought, demographics, psychological and social characteristics that determine the perception of the receiver.

A fifth category, known as destination depends largely on the receiver. In this, the receiver, after perceiving the message becomes an interim source and might involve in word – of –mouth communication with another receiver who is technically called the 'destination'.

Through this advertising communication system, the message of the advertising can create some effects on the receiver. Batra et al. mentions six such effects:

1. It creates awareness among the receivers.

2. It communicates information about the attributes and benefits of the product.

3. It develops or changes an image or a personality.

4. It sometimes associates a brand with feelings and emotions.

5. It helps to create group norms.

6. It precipitates certain behavior from the receiver

What is the most effective tool of an advertising message?
There should be no doubt that it is language. Though music in audio
advertisements and visual effects in other forms have vital and sometimes
primary roles to play, language still remains the most powerful tool in the
advertising industry even in this era of technological advancement.

Before discussing language of advertising, a brief look into the
characteristics and domain of language itself is necessary. The term
"Language" has been defined differently by different scholars. Encyclopedia Britannica defines languages as:

"a system of conventional spoken or written symbols by
means of which human beings, as member of a social
group and participants in its culture, communicates."

Bloomfield (1933) finds "the effects of language" to be
"remarkable and include much of what distinguishes man from the
animals." David Crystal (1980) refers it to "the concrete act of speaking,
writing or signing in a given situation".

Bloomfield, however, does not accept writing as part of
language. Calling it a recent phenomenon, he explicitly says, "writing is not
language, but merely a way of recording language by means of visible
marks".

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Perhaps the most acceptable and comprehensive definition calls language, "a system of arbitrary vocal symbols through which human beings communicate". Chomsky (1965) stressed that language plays an important role to the investigation of the human mind. He distinguished between 'competence' and 'performance' – discussing and elaborating further the Saussurian concepts of 'Langue' and 'Parole'. Chomsky opined that apart from talking in different situations (performance), man has the ability to produce infinite number of sentences from finite number of words (competence). According to him, our ability to speak is much more important than what we actually speak in a given situation.

The discussion of language will end with the characteristics of language given by Ferdinand de Saussure, widely known as the 'father of modern Linguistics'. In the chapter 'The Linguistic Sign' of his book 'Course in General Linguistics', published posthumously by two of his students, de Saussure gives the following characteristics of language:

"Language is a well-defined object in the heterogeneous mass of speech facts. It can be localized in the limited segment of the speaking circuit where an auditory image becomes associated with a concept."

Language is something that we can study separately.
Although dead languages are no longer spoken, we can easily assimilate their linguistic organisms. Whereas speech is heterogeneous, language, as defined, is homogenous. It is a system of signs in which the only essential thing is the union of meanings and sound images, and in which both parts of the sign are psychological.

1.2. Advertising and Semiotics

"Semiotics" as defined by David Crystal (1991), "is the scientific study of the properties of signaling systems, whether natural or artificial". The discipline evolves from the Saussurian trichotomy of Sign, Signified and Signifier. In Semiotics linguistic, psychological, philosophical and sociological characteristics of communicative systems are studied together.

The theoretical foundations of semiotics are logic and linguistics. Indirectly psychology, epistemology, neurophysiology, history, sociology all play their roles as foundations for Semiotics.

In visual advertisements, semiotics plays effective persuasive role side by side with language. Sometimes visual effects outclass the linguistic effect. Roland Barthes (1977), in his article, “Rhetorics of the
Image", analyses a print advertising of ‘Panzani’, a firm in France that produces food items. He found that besides linguistic elements, the advertisement possessed four signs for the image shown in the advertising. He concluded that the dimensions of these signs have far more semantic significance than the language in the advertisement.

The present study, however, does not include semiotic aspects in its quest to find significant features in the language of advertisement in Bangladesh. Accommodating linguistic and semiotic aspects together in a study is difficult because both aspects have different dimensions and each dimensions need a lot of concentration. Taking them together would allow concentration to none of them. Considering the Bangladeshi advertising scenario where neither linguistic nor semiotic work has been done so far, the present study confines itself to only linguistic study and keeps semiotic study for future research.

1.3. Language of Advertising

Language has a powerful influence over people and their behavior. This power is perfectly observable in advertising where the choice of language to convey specific messages with the intention of influencing people is greatly done. Though visual content in advertising
does have a great impact on the consumer, but it is language that helps people to identify and remember a product.

The main purpose behind an advertising message is to sell the product. The advertising copywriters attempt to frame the message in such a way that the potential customers would be convinced that it is better than other similar products. They try to make the best possible use of language and hope that it will have a persuasive effect on the consumer's purchasing behavior.

Copywriters are word mechanics – skilled professionals. They like to play with words. They improvise with the morphological and sometimes the syntactic structure of the language to come up with imaginative, catchy and attractive language. In this process, often the language of advertising crosses the 'boundary' set by prescriptive grammarians. This so-called 'distortion' with the language has brought a lot of eyebrows from language purists.

But as Joseph Shepherd (1994) observes, an advertising copy is nothing but communication. "It should attract the reader, inform the reader, interest the reader and persuade the reader to think about the product. Advertising copy is not intended to educate the reader in the general sense of the term...... . If their copy is grammatically perfect but
lacks fire and vitality, readers will not be interested. And the product will
not sell”.

Thus, the language of advertising is distinct from common
language, as it is primarily connotative in nature. The strangeness of words
and sentences and their wider perspective of use in an advertising
campaign make it unique and easily identifiable as the language of
advertising. Lexical expansions, semantic associations, coinage of new
words and phrases and many more types of linguistic manipulation in the
language of advertising give a new dimension of the study of language.
This new dimension is the area of interest in the present study.

1.4. Language of Advertising in Bangladesh

The advertising industry in Bangladesh has undergone a
significant change during the last two decades of the 20th century. Attitude
towards advertising both by the manufacturers and by the consumers
changed during this time as professionalism slowly but surely took over
with the setting up of a number of advertising agencies. Though still at the
primary stage, advertising in Bangladesh is a rapidly improving industry
and the people are increasingly involved in it – the manufacturers - the
But still, the infrastructure and the facilities are far from being in an acceptable stage. There is no academic environment for the development of this industry. No authentic training center or academy for the creative groups of advertising agencies to learn the basics of copywriting exists in Bangladesh. Furthermore, there is no infrastructure for research on the effectiveness of the advertisements. Due to lack of consumer behavior research, the advertising agencies do not get the much-required feedback so as to improve the standard of advertising messages.

In spite of all the deficiencies, the advertising copywriters in Bangladesh have shown their ability to create quite a good number of copies where the language is used in the best possible way as a persuasive communicative tool. In an advertising copy, the persuasion is made explicitly or implicitly by manipulating the phonological, morphological, syntactic and semantic norms of the language. This manipulation is vividly found in Bangladeshi advertising messages. As shown comprehensively in this study, the copywriters in Bangladesh have used both direct and indirect persuasions in their efforts to attract the target audience. But due to poor infrastructure, the language used in the persuasion is too direct and explicit and they hugely outnumber those
advertisements where the persuasion is hidden. In contrast, the countries with developed advertising industry have mostly implicit or suggestive advertisements. Even the situation in the neighbouring country India is much different where tremendous progress in this area has been made due to much better academic infrastructure in advertising copywriting and other related fields.

1.5. Taxonomy of Bangladeshi Advertising

The history of advertising in Bangladesh is not a very old one. The earliest available advertisement does not even go back to 1940s. While the two electronic media came up with advertising in mid 60s, the earliest available print advertising does back to only 1952.

In an effort to briefly discuss the history of advertisements in Bangladesh in different media, firstly, a look into the radio advertisements has been made:

1.5.A. Radio Advertisements

The first radio advertisement was broadcast on 1 May 1967 in
the then Radio Pakistan. It was a Bangla advertisement of a hair oil called
\textit{Rigar\textquotesingle Der trifOla tel/ `Rigard\textquotesingle s /trifola/ Oil\textquoteright}.

Bangladesh was at that time East Pakistan. Since then till independence in 1971 after four and a half years, Bangladesh was under Pakistan. In spite of the political dominance of the then West Pakistan where Urdu was the official language, not a single Urdu advertisement was telecast in East Pakistan radio (Source – National Broadcasting Authority Bangladesh). Since the language movement immediately after independence from the British Empire and its culmination through getting Bangla accepted as an official language of Pakistan, the two parts were linguistically segregated with Bangla in East Pakistan and Urdu in West Pakistan the only dominant languages. This dominance was so prominent that in a national electronic media, no advertisement in the language of the other part of the country was aired. The same situation prevailed in West Pakistan also where Bangla advertisements were never aired. As radio is meant for a particular region the mother tongue of most of the people of that region naturally gets priority. In pre-independent Bangladesh, apart from a small number of Bihari migrants and a very small number of tribal people in the hilly areas of Chittagong, Bangla has always been the language that everyone could speak and understand. Therefore, there was no need for having Urdu advertisements in this region. Even in the post-
independent scenario, not even English could get currency in radio advertisements mainly because the majority audience of radio is the rural and illiterate people who do not know English.

The socio-economic condition of this region when the first advertisement was aired was much different than that of today. There was no planned and systematic marketing system whereby companies could make their products reach everybody. So, after the first advertisement of /rigarDer trifOla tel/was broadcast on radio, the consumers, on being exposed to such persuasion for the first time looked for the product in the market, but most of them could not find them. Due to lack of transport facilities, it couldn't reach the people properly.

The tendency of using radio as a medium of advertising slowly got momentum after the telecast of the first advertisement in 1967. Everyone realized that this is the only medium, which in no time facilitates people to listen to music, drama, news or advertisements from remote places. Its popularity as a medium to use for advertisements also started to increase amongst manufacturers. With the development of advertising agencies, the demand also increased sharply and by 1997-98, according to sources in the National Broadcasting Authority, the competition among advertisers to produce more and more attractive advertisements in radio reached at its peak.
The overall standard of radio advertisements has not developed to a great extent. The reason behind this is basically twofold. Firstly, due to media characteristics, radio has some limitations that it can never overcome. Its lack of visual effect will always remain as its handicap. Secondly, its less acceptability among urban educated people has made it a less dominating mass medium. The extent to which television advertisements advanced, the development seems to be much slower in radio. Nevertheless, one can never ignore its wide range coverage and popularity among the majority population in Bangladesh to whom it still remains the number one entertaining medium.

1.5.B. Television Advertising

Known as the most popular medium due to its wide acceptability both among higher and lower sections of the society, the history of Bangladesh Television dates back to 1964 when the then East Pakistan Television started to go on air. Since then television has grown from strength to strength. Its overwhelming popularity made manufacturers increasingly interested in advertising in television.

Telecasting advertisements in television in the East Pakistan Television began in the same year of its opening in 1964. The companies
that first advertised in TV were Habib Bank, United Bank, Ispanani Tea, Regard Chemical, Lalbagh Chemical and crescent Lights. Initially, the advertisements were made through slides and telopes. Besides, advertising in 35/16 mm films were also shown. Until early 80s, all the advertisements were in black & white. Then slowly the conversion towards colored ads started. In early 90s the advertisements began to be made in 'Umatic High Band' format and gradually 35/16 films became obsolete and Umatic High Band cassettes were the only technology used. In recent past the ‘Betacom’ technology started to be used and very quickly it overpowered Umatic High Band system.

With the installation of different satellite TV channels, advertisements are now being made in digital form. From mid 80s, use of models in advertising started to get momentum and the advertising industry started to flourish. At present there are many TV production houses in Bangladesh that make advertisements involving a large number of people. From 1983-84, the tendency towards advertising started to rise.

The socio-economic condition at the beginning stage of advertising in Bangladesh was very backward. People were hardly motivated by these advertisements. But with change in the social environment and economic condition in the mid 80s, the attitude changed sharply and the advertising industry began to be economically viable. With
the era of satellite channels coming into existence in 90s, the advertising industry made a tremendous leap and at present the industry is at its peak.

The television advertisements in Bangladesh have been bilingual since the beginning (unlike radio where only Bangla advertisements are broadcast even today). According to the information given by television authority, the percentage of Bangla advertisements in TV in pre-independence era was 60% as against 40% English advertisements. As in radio, TV in the then East Pakistan never broadcast any Urdu advertisement.

After the independence, with Bangla getting the status of national language and with the government making it compulsory to use Bangla in all spheres of life, the Bangla-English proportions became slightly different in TV. In the post-independent Bangladesh, 70% of the advertisements are in Bangla as against 30% English advertisements.

1.5.C. Print Advertising

Though the first published newspaper in the entire individual India was published in Calcutta (now Kolkata) in 1780, it took almost hundred more years to have a full-fledged Bangla daily published in East
Bengal. The first Bangla newspaper from this region was named ‘Azad’ (unfortunately, this newspaper got extinct recently). But the archeological department of Bangladesh has the earliest preserved daily newspaper of 2 January 1963 – and that too, not ‘Azad’, but ‘Ittefaq’, which is a much later publication than Azad. The earliest collection of ‘Azad’ is of 13 March 1963. However, the earliest preserved printed periodical was the popular monthly magazine named /mahe nOo/ ‘Mahe Naw’. Its earliest available copy is its 3rd vol. No.1 issue published in April 1952. Interestingly, apart from the cover page, the first three pages of the magazine were advertisements. The first ad was a typical advertisement of International Lux, which like that of today, was a testimonial advertising with photograph and statement of a film actress. It says:

/ami laks ToyleT Saban mekhe amar toker jOtno nei/

I Lux toilet soap use my skin’s care take

-/citrotaroka begom para/

film actress Begum para

‘I take care of my skins by using Lux Toilet Soap -film actress Begum para’

The advertisement ends with a phrase, which is still used even after 50 years. It is:
The second advertisement shows a potter designing a pot with his hands. It is an advertisement of ‘Lifebuoy Soap’ which begins like this:

‘These hands create beauty, but creative hands can also get dirty’.

‘Dirty hands carry hidden danger’.

‘Use Lifebuoy soap’
The copywriter, in an advertising of a motion picture called "son-in-law" makes an implicit appeal to the audience to watch the movie in his message. This ad was published on 3 January 1963 in 'Daily Ittefaq'. The ad says:

/jamaibabu aSchen agamikal/
son-in-law coming tomorrow
/take Sador Obbhorthona jananor jonno
him cordial welcome to do
Ekhoni ayojon korun/
Now arrangement do

'The son-in-law is coming tomorrow. So start arranging to welcome him cordially.'

This advertisement also has all the linguistic ingredients of a modern advertisement. Through these examples, it proves that the innovativeness of copywriters in this part of the world dates back at least 50 years. These advertisements possess both explicit and implicit persuaders and a great deal of linguistic manipulations.
The discussion on the historical account of Bangladeshi advertising shows that in comparison with radio and television ads, the advertisements in the print media was relatively advanced according to the earliest available documents. One main reason to justify this situation is that the electronic media has undergone revolutionary changes in technological advancement, and that affected the advertising media considerably. The approaches of the advertisers have also changed tremendously in recent years, particularly in television advertising. But print media characteristics are such that one cannot make revolutionary change. In 50 years, the standard of printing has improved, the photography has become much more realistic with the addition of color, and the quality of the paper has reached at its peak. But content wise, there has been not much difference. This is proved by the quality of the content of the advertisements in print media way back in 1952.

Looking at print advertisements of which, some of them have been discussed here, it can be opined that the modern advertising copywriters have not been able to make much of a differences in contrast with the changes in the electronic media. Among the two electronic media it is found that, again due to media characteristics, television ads tend to improve much more than radio ads.

Apart from technology, the other major change Bangladeshi
advertising industry has gone through is the invention of advertising agencies. This has been the most significant development because it has brought professionalism in this industry. Through a creative group, the process of making an acceptable persuasive appeal has become much more simpler. If this professionalism leads to the development of academic infrastructure in advertising, the whole industry will make a tremendous leap forward.

1.6. Literature Review

The field of language of advertising attracted the researchers not very long ago. It is only in the late 70s of the last century when scholars from Linguistics and Marketing started to look into the linguistic aspects of advertising. Though there have been some major contributions before that like the one of "hidden Persuaders" of Vance Packard in 1957, most of the studies in this field got momentum in the last quarter of the 20th century only.

Trying to look for some works related to the present study, no stone was left unturned to search for studies made in this area – from collecting books, to getting hold of journal articles, to searching the internet. The collected materials show that there has not been much work on language of advertising, though lots of work have been found on effects
of advertising. No work on hidden persuaders’ were found. Probably the history of hidden persuaders and subliminal advertising since Packard’s book prevented researches from using this term in their works.

Unfortunately, no significant work on Bangla advertising could be found – neither in Bangladesh, nor in West Bengal. Lack of facilities in advertising, dearth of researchers, lack of interest and above all backwardness in the field of Linguistics can be taken as the major factors for no significant research on language of advertising in Bangladesh. This has worked both as advantage and disadvantage for the present study. The positive thing is that the present study may be termed as the first major study of the language of advertising in Bangladesh. On the other hand, absence of any such work in Bangla made the present work more and more difficult at times. Some researches in this area would not only help in literature review, but also help to get some guidelines of data analysis which would prove more than handful for this study.

Taking into account all the handicaps, the first work that is considered for review is that of Vance Packard’s ‘Hidden Persuader’. Published in 1957, Packard’s book sounded alarm over the rise of "professional persuaders", the advertising copywriters who applied psychology and social science to sales. Packard found that these advertisers' use of 'depth approach' was so desperate to increase the
buying habits of the consumers that they often crossed the boundary of acceptable persuasion. He observed that the efforts of persuasion take place beneath the level of awareness of the consumer and they unknowingly decide to buy something they normally would not. However, Packard’s connotation of the term ‘hidden persuaders’ was too negative. As the present study shows, ‘hidden persuasion’ can also take place when the advertiser, by playing with language, can indirectly persuade the consumer to buy a product. This implicitness in persuasion has been termed ‘hidden’ in the present study, but this is not the coercion shown by Packard.

So, what do the advertisers do? Do they lie? Leeche’s (1966) observation is ‘No’. He claims that advertising is basically honest. He finds that the advertisers use a high degree of imperatives and second person pronouns and get the consumers directly involved in the advertisement. He observes that the copywriters use ‘puffery’ (a term in advertisement to refer to exaggerating statement) which are harmless. Langendoen (1970) strongly disagrees with Leeche as he finds these ‘puffery’ to be irrational and often deceptive. Garfinkel (1978) in his Ph.D. dissertation at Georgetown University, tested his respondents to find this truth by exposing advertisements of breakfast cereals and fast food restaurants. He found no such proof as to call these advertisements untrue other than some
question marks on ‘nutrition’ issues.

In a relatively recent work Mick & McQuarrie (1996) worked on the rhetorical figures of some print advertising and found that the use of these figures do make a difference on how an ad is received. They observed that even a reader who skims through the advertisement have greater probability of recall if rhetorical figures are used. They also found that these figures, on many occasions, motivate the reader to read the whole text. This work, however, confines only to headlines and it is obvious that headlines are generally made catchy to make readers attracted towards it.

A socio-linguistic study of language effect in Ethnic advertising was made by Koslow, Shamdasani & Touchstone (1994) who investigated how consumers in a minority subculture respond to the use of their ethnic language in advertising. Their experiments of Hispanic consumers show that the respondents preferred advertisements mixed in Spanish and Hispanic rather than only Spanish, showing ethnic solidarity. In another such work, Roslow & Nicholls (1996) worked on Hispanics viewing television commercials broadcast in Spanish and English. They found that the Hispanic viewers were more persuaded when they were exposed to commercials in Spanish, embedded in Spanish television programs, than similar commercials in English, embedded in English television programs.
These works may seem to be irrelevant to the present work, but have been incorporated with a view to encouraging similar research on the large number of ethnic Bihari community in Bangladesh to find out their attitude towards Urdu, Bangla and English.

In an attempt to find the attitude toward advertising from religious perspective, Al Makaty et al. (1996) experimented on Saudi respondents and showed television advertisements to know their attitude towards them. Their experiment showed that though most of the Saudis accept that these advertising do help in economic development, most of them consider them threatening to their cultural and religious values. A similar work in Bangladesh can also be made where it can be observed how the audience reacts to advertisements from religions point of view. If may prove to be interesting because being a moderate Muslim nation, it will show how people react to advertisements where religious norms are not meticulously maintained.

In a work which is much more relevant to the present study, Motes, Hilton and Fielden (1992) joined to find how significant changes in copy language, sentence structure, textual layout and illustration independently and interactively affect the readers' perceptual assessments of a print ad. They found that effects of language and semiotics are not same in an advertisement. Their experiment showed that colorful language
in the absence of illustration is much more acceptable than colorful language in the presence of illustration. Taylor and Thompson (1982) made eight studies where seven of them revealed that abstract language is much more acceptable than concrete colorful language. However, both these studies took print advertising only as their case study and therefore, with electronic media not taken into account, cannot be accepted as a comprehensive study.

Two relatively recent books on language of advertising could attract a lot of attention. The latest among them is Angela Goddard’s (1998) ‘The Language of Advertising: Written Text’s’. In this book, the author tries to look at the relationship of advertising with culture, image, literary and linguistic theories etc. and explores some advertising stereotypes like puns, connotation etc. The other book, Guy Cook’s (1992) Discourse in advertising’, covers a much wider spectrum. In this work, Cook takes up the totality of a discourse and discusses both verbal and non-verbal cues in advertising. He discussed the works of Saussure, Barthes, Baktin, Peirce etc. He took help from Semiotics, Linguistics and Rhetorics in his quest of giving a comprehensive theory of advertising discourse.

As far as language of advertising in Bangladesh is concerned, no concrete or comprehensive work could be found. In a descriptive study
of naming of shops in Bangladesh, Rahela Banu and Roland Sussex (2001) found an extensive use of hybridization between Bangla and English in these business names. They found names of Bangla heads with English modifiers and vice-versa. They also observed full English names with Bangla transliteration. This work is basically a socio-linguistic study and does not relate much to the language of advertising, the area in which the present work is based.

The present study gained a lot from the merits and demerits of the earlier works in this field. There is a clear picture coming out of this section. It shows how little work there has been on the implicit appeals in the language of advertising. It was observed that more work has been done on effects of advertising in terms of viewers' perception, rather than the linguistic elements. The present work can be a reasonably good contribution for Bangladeshi linguistic environment and the advertising industry as well as the linguistic research around the world.
1.7. The Study

1.7.A. Relevance of the study

Linguistics as a discipline has spread color to almost every other discipline where language is involved. The theoretical knowledge of linguistics is applied from the studies of literature and language teaching to the multidisciplinary areas of sociology, psychology, philosophy, anthropology, neurology etc. Not only that, linguistics is now being studied by mathematicians, physicists, medical scientists computer engineers, business experts and so on. Modern Applied Linguistic areas like Computational Linguistics, Natural Language Processing, Clinical Linguistics, Speech Pathology, Neurolinguistics etc. all are making immense contribution to the fields of knowledge.

Likewise, linguistics also takes interest in the field of business. In modern business, communication, psycholinguistics, sociolinguistics and semiotics all play their part. But the area in business that is most relevant to linguistics is advertising.

In marketing management, advertisement is the most important and powerful process through which a consumer gets to know about a product. The modern world depends hugely on advertising. "Without it", opines Jefkins (1994), "producers and distributers would be
unable to sell, buyers would not know about and continue to remember products or services, and the modern industrial world would collapse”.

Various tools are used to make advertisements effective. In television and print media, the role of various types of visual effects is very important. In electronic media (radio and television), sound effect have a lot of communicative value. But above all, it is language that plays the most crucial role in advertisements. That is why, language of advertisements have attracted scholars from both linguistics and marketing research.

However, the approaches towards advertisement by a linguist and by a marketing expert are totally different. They both study language of advertisements but their purposes are different. A marketing expert might look at the consumer behavior with a view to observing what type of effects the language has on the consumer’s purchasing decision, while a linguist will try to look into why the language contributes significantly on the consumer’s purchasing intentions. He/she (linguist) would like to know what type of linguistic usage has brought what type of behavioral change in the customers and what type of manipulation with language has the copywriter made in facilitating this change.

As for the linguistic approach to the study of language of
advertising there won't be too many works found. There are some significant contributions and they have been looked upon in section 1.6 of this chapter.

On the other hand, no linguist in Bangladesh so far tried to study advertising in Bangladesh from a linguistic point of view. As a matter or fact, very little work has been done from marketing perspective as well. The area of language of advertising has thus been a completely unexplored area in Bangladesh.

The idea of the present study arose at the backdrop of this scenario of the language of advertising, particularly in Bangladesh. With a view to making effective contribution in this raw and unexplored area, a research topic was planned that would not only expand the range of linguistic research in this part of the world, but also contribute significantly to the field of advertising in Bangladesh in general and advertising copywriting in particular.

1.7.B. Scope of the Study

The present study endeavors to linguistically analyze the Bangla advertisements in the commercial environment of Bangladesh.
Knowing that both Bangla and English advertisements are found, only the Bangla advertisements have been taken up. The reason behind this is that the advertisements in English quite often carry the culture and values of other countries and sometimes even a foreign advertisement is published in newspapers or magazines or put on air in radio or television. It would make the work clumsy if both the languages were taken together for study. Moreover, so many dimensions are there in Bangla advertisements themselves, that incorporation of another language in this type of pioneering work would not be very relevant.

The present study will concentrate on three aspects of Bangladeshi advertisements. Firstly, it will make a comprehensive study of the Linguistic manipulations made by the advertising copywriters of Bangladesh. Secondly it will see the different ways in which the persuasions are made implicitly by the advertisers. Finally, the study will examine how effective these advertisements are. The experiment will be first made to see how consumers react to the concept of advertisements before testing whether they prefer explicit or implicit appeals in advertising.

The overall approach of the study is to study advertisements from a linguistic point of view. Unlike most of the works on advertising, the present work is a work in linguistics and therefore, linguistic issues have been the prime concern. However, as it is an inter-disciplinary topic as
well, different basic points of advertisements have been included with considerable details.

1.7 C. Objectives of the Study

The main purpose of this study is to look at the language of advertising in Bangladesh in order to find the types of Linguistic features that lead to ultimate consumer behavior. It basically attempts to answer the following questions:

1. What types of linguistic manipulations do the advertising copywriters make in Bangladeshi advertising. For this purpose what are the phonological, morphological, syntactic and semantic areas that they scramble with and how they do it.

2. To what extent do the Bangladeshi advertising copywriters use hidden persuaders as their tool of persuasion. What types of linguistic manipulation are made to do so.

3. How do the consumer react to advertisements

3. (a) How effective is advertising itself as against no advertising at all.
3. (b) How effective is hidden persuaders or implicitness in advertising language in comparison with advertisements with direct persuasion.

The whole study rotates on these questions and tries to find answers that would ultimately make some positive changes in the overall approach towards advertising in Bangladesh.

1.7. D Methodology of the Research

As already mentioned, the present study revolves on three fundamental issues on Bangladeshi advertising scenario. Two of them are related to linguistic aspects of advertising while the third one talks about the effects of these linguistic aspects on consumer behavior. To work on these two broad categories two different approaches were taken.

To find the linguistic aspects, exhaustive data were collected from radio, TV and the print media. The electronic media data were collected by recording the advertisements in cassettes and CDs. The print media data were collected by cutting down the published newspaper and magazine ads and preserving them. Then with the help of a couple of research assistants, the messages of all the collected advertisements were written down separately as radio, TV and print advertisements. Then the
collected data were first analyzed to find different types of linguistic manipulations and secondly, to look for the hidden persuaders.

On the other hand, to find the effect, a separate study was made. It is an experimental study and all necessary steps for making such study beginning from preparing a questionnaire to statistically analyzing the collected data were taken. The details of the methodology of this experiment is discussed under its relevant chapter.

1.7.E. Organisation of the thesis

The whole study has been made in five chapters. The contents of these chapters are given below in brief:

Chapter I is the introduction. Several issues are taken in this chapter beginning with some introductory remarks on advertising, language and semiotics. Then some initial remarks on language of advertising with special reference to the status quo of Bangladeshi advertisements are made. As the present study is on Bangladeshi advertisements, a brief account of the historical aspects of radio, television and print advertising in Bangladeshi is also included in this chapter. Then a look into the previous works on this subject is done to prove the
Chapter 2 deals with the hidden persuaders in the language of advertising in Bangladesh. The term ‘persuasion’ mainly refers to the type of message, which invokes certain behavioral patterns in the receiver. The language of advertising is the best instance of communication for persuasive purpose. Professional copywriters, in order to persuade the consumers to buy a particular brand use laudatory, positive, unreserved language emphasizing the uniqueness of the product. Yet, quite often, they do not urge the consumer directly to buy it. Instead, they use hidden persuasion. This chapter highlights these hidden persuaders and shows the ways in which the copywriters in Bangladesh implicitly persuade the consumers.

Chapter 3 makes a comprehensive study on the linguistic manipulations in the language of advertising in Bangladesh. Language of advertising is distinct from common language, as it is primarily connotative in nature. The strangeness of words and sentences and their wider perspective of use in an advertising campaign make it unique and easily identifiable as the language of advertising. Lexical expansions, syntactic scrambling and semantic associations in this form of linguistic use cross the boundary of prescriptive grammar and give a new dimension to the study of language. This new dimension in terms of linguistic manipulation
at all levels of linguistics – phonological, morphological, syntactic and semantic will be covered in details in this chapter along with their communicative relevance.

Chapter 4 is a revealing chapter which contains an experimental study to show how a linguistically improved advertising copy affects the consumer behavior. After searching how effective the concept ‘advertising’ is, the chapter then analyzes the effectiveness of ‘hidden persuaders’ as opposed to ‘direct persuaders’ in advertising copy by collecting data from the respondents and statistically analyzing them.

Finally, The study ends with chapter 5 where a summary of the salient features of the work with its findings is mentioned. It also highlights how this work is going to contribute to improve the overall standard of advertising as a whole and advertising copywriting in particular in Bangladesh. It also gives hints to other researches about the unexplored areas to work on.

1.7.F. Phonetic Transcription of Bangla Advertisements

In the present study, the phonetic symbols of Bangladeshi Advertisements have been given in a simplified transcription that is widely
followed by modern Bangla syntacticians. The sounds and their corresponding symbols used in the present study are given below:

<table>
<thead>
<tr>
<th>SOUND</th>
<th>SYMBOL USED</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CONSONANTS</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Plosives</strong></td>
<td></td>
</tr>
<tr>
<td>Bilabial Voiceless Unaspirated</td>
<td>/p/</td>
</tr>
<tr>
<td>Bilabial Voiceless Aspirated</td>
<td>/ph/</td>
</tr>
<tr>
<td>Bilabial Voiced Unaspirated</td>
<td>/b/</td>
</tr>
<tr>
<td>Bilabial Voiced Aspirated</td>
<td>/bh/</td>
</tr>
<tr>
<td>Dental Voiceless Unaspirated</td>
<td>/t/</td>
</tr>
<tr>
<td>Dental Voiceless Aspirated</td>
<td>/th/</td>
</tr>
<tr>
<td>Dental Voiced Unaspirated</td>
<td>/d/</td>
</tr>
<tr>
<td>Dental Voiced Aspirated</td>
<td>/dh/</td>
</tr>
<tr>
<td>Retroflex Voiceless Unaspirated</td>
<td>/T/</td>
</tr>
<tr>
<td>Retroflex Voiceless Aspirated</td>
<td>/Th/</td>
</tr>
</tbody>
</table>
Retroflex Voiced Unaspirated /D/
Retroflex Voiced Aspirated /Dh/
Palatal Voiceless Unaspirated /c/
Palatal Voiceless Aspirated /ch/
Palatal Voiced Unaspirated /j/
Palatal Voiced Aspirated /jh/
Velar Voiceless Unaspirated /k/
Velar Voiceless Aspirated /kh/
Velar Voiced Unaspirated /g/
Velar Voiced Aspirated /gh/

**Nasals**

Bilabial Nasal /m/
Alveolar Nasal /n/
Velar Nasal /N/
Nasalization /M/ followed by the vowel to be nasalized

**Lateral**

Alveolar lateral /l/

**Flaps**

Alveolar Flap /r/
Retroflex Flap /R/

**Fricatives**

Labiodental Fricative /f/
Dental Voiceless Fricative /s/
Dental Voiced Fricative /z/
Palato-Alveolar Fricative /S/

**Semivowels**

Bilabial Semivowel /w/
Palatal Semivowel /y/
<table>
<thead>
<tr>
<th>VOWELS</th>
<th>Pronunciation</th>
</tr>
</thead>
<tbody>
<tr>
<td>High Front Unrounded</td>
<td>/i/ as in English ‘tin’</td>
</tr>
<tr>
<td>Mid Front Unrounded</td>
<td>/e/ as in English ‘ten’</td>
</tr>
<tr>
<td>Low Front Unrounded</td>
<td>/E/ as in English ‘Cap’</td>
</tr>
<tr>
<td>Low back Unrounded</td>
<td>/a/ as in English ‘father’</td>
</tr>
<tr>
<td>Low-Mid Back Rounded</td>
<td>/O/ as in English ‘hot’</td>
</tr>
<tr>
<td>High-Mid Back Rounded</td>
<td>/o/ (absent in English)</td>
</tr>
<tr>
<td>High Back Rounded</td>
<td>/u/ as in English ‘put’</td>
</tr>
</tbody>
</table>
Chapter Two

Hidden Persuaders in the Language of Advertisement in Bangladesh
CHAPTER 2
HIDDEN PERSUADERS IN THE LANGUAGE OF ADVERTISEMENT IN BANGLADESH

2.1. Introduction

This chapter deals with a detailed analysis of hidden persuaders in Bangladeshi advertisements. It deals with six sections where analysis of the collected data of Bangladeshi radio, television and print media advertisements are made. The chapter begins with defining ‘hidden persuaders’ and explaining with examples what it means. The next section takes up in details the state of hidden persuaders in Bangladeshi advertising industry. The fourth section talks about the communicative pact that indirectly takes place between the encoder and the decoder. Examples from Bangladeshi advertisements are given to show this pact. The fifth section deals with some salient features of Bangladeshi advertisements. It has six subsections each being elaborated by examples of some advertisements in Bangladesh where hidden persuaders have been used. The penultimate section, i.e., the sixth section takes up some communicative strategies the copywriters adopt taking into account the
sociolinguistics and psycholinguistic aspects of Bangladeshi media environment as well as the common people’s attitude towards some products. The seventh chapter takes up some advertising claims the copywriters make that actually don’t have much substance but still function as hidden persuaders. The chapter ends with the conclusion summarizing of the chapter.

At the beginning a brief discussion is made on the fundamental question 'what is hidden persuader?'

2.2. What is 'hidden persuader'?

Advertising is essentially a type of persuasive communication. The whole concept behind writing an advertisement copy is persuading the consumer to buy the product for which the advertisement is made. It is a universal phenomenon and everywhere in the world 'persuasion' remains the key word for any commercial. Depending upon the manners in which the persuasive elements are reflected, advertisements may be divided into two major categories:

1. Advertisements with direct persuaders (Explicit advertisements)
2. Advertisements with hidden persuaders (Implicit advertisements)
In explicit advertisements advertisers directly persuade the consumers to buy the product. For example, in a Bangladeshi advertising for *keya laundry soap*, the campaign ends with the sentence:

/pOrokh korei dekhunna?/

try do why not

'why don't you try it?'

Another such explicit persuasion is found in the message for *Sensation Dotted Condom* where the copywriter says:

/Ekhon apnar kacher dokanei paoa jacche/

now your nearest shop available

'Now available at your nearest shop'

Besides, the phrases /aji kinun/ 'buy today', /aji bEbohar korun/ 'Use today',

/ SOrbotro paoa jacche/ 'available everywhere' etc. are frequently used for this type of advertisement.

Another explicit persuasion found common nowadays is the announcement of a free gift with the product. This, along with the
announcement of price reduction explicitly persuades the consumer to buy the product.

On the other hand, implicit advertisements or hidden persuaders do not directly ask the consumer to buy the product, but through linguistic or semiotic signals make the decoder convinced about the product. For example to advertise for International Lux, a film actress is used who first informs how this soap made her skin so beautiful. Then the advertisements end with the following slogan:

- /bissojuRe  tarokade  Soundorjo Saban/
- worldwide  superstars' beauty soap

'The beauty soap of superstars throughout the world'

The target audience, a lady, after hearing this slogan subconsciously feels that if this soap could make the actress so beautiful, she would also become beautiful like her if she uses it. Here, the persuasion is fully hidden and nowhere in the advertisement does the copywriter ask the consumer to buy the soap.

The term 'Hidden Persuader' was first coined by Vance Packard in 1957 when his book was published with this title. It was in investigative report about the American advertising industry's efforts to
persuade customers into buying things they neither needed nor wanted. Packard opined that the advertisers successfully penetrate into our thought processes and purchasing decision, "by the use of insights gleaned from psychiatry and the social sciences". "Typically", Packard continues, "these efforts take place beneath our level of awareness; so that the appeals which move us are often, in a sense, "hidden". The result is that many of us are being influenced and manipulated, far more than we realize, in the patterns of our everyday lives."

The success of persuasion depends on adapting to the audience. The audience, be it viewers, listeners or readers process information in two ways and in two sides of their brains. So, the message of the advertisement has to appeal both to the rational and emotional sensibilities of the audience. While evidence and arguments provide food to the rational side of the brain, it is the embedding of some compelling needs of human beings that make the audience discern whether the message is credible or not. Vance Packard identified eight compelling needs, which he termed as 'hidden persuaders'. These are the needs for:

i) Emotional security

ii) Reassurance of worth

iii) Ego gratification

iv) Creative outlets
v) Love objects  
vi) Sense of power  
vii) Roots  
viii) Immortality

As mentioned already, the language of persuasion includes words, phrases and sentences that appeal to both rational and emotional needs of the audiences. Thus, in persuasion, the copywriter assumes certain ethical responsibilities towards the audience, because the power to persuade is a solemn trust and one should not misuse it.

In a word, 'hidden persuaders' is a technique used by advertising copywriters to convince the target audience to buy a particular product without directly persuading them to do so. The persuasion is made indirectly to appeal the mind’s eye of the audience. The intention, however, is not to cheat the consumer, but to attract them in such a way that their subconscious mind comes into action and plays the key role to decide whether or not the product should be bought.

At this point, a discussion on the present condition of Bangladeshi advertisements in terms of hidden persuaders seems to be relevant.
2.3. Hidden Persuaders in Bangladeshi advertisements

The advertising industry in Bangladesh is still at the developing stage. The industry is getting footage day by day with a good number of professional advertising agencies in operation. But still there is absence of proper infrastructure in this sector. The creative groups of these advertising agencies hardly comprise of personnel with proper education in this sector. They are totally depended upon their creative minds. The copywriters are writing advertising copy without knowing how the consumers are reacting to their messages. They just target a particular group of audience for a particular product and write whatever they feel the best. Unfortunately, no research work about the effectiveness of the messages in Bangladeshi advertisements has been done so far. It is a major drawback in this sector in Bangladesh and unless serious thoughts are given in this regard, this industry will not be able to produce the quality it promises to have. The present study may be a small step forward for future research in this area.

The above discussion automatically draws a picture of the state of hidden persuaders in Bangladeshi advertisements. Naturally, the percentage of hidden persuaders is relatively low in the language of Bangladeshi advertisements. Implicit or suggestive advertisements are the trend to which modern advertising copywriters around the world are found
more inclined. Particularly television and print advertising (they mostly have educated audience and the latter is exclusively for educated people) in recent times are becoming more and more abstract and vague.

Looking at the collected data of advertisements in audio, visual and print media in Bangladesh it is found that though not huge in quantity, a good number of advertisements in Bangladesh do possess hidden persuaders. These implicit persuaders, whether put intentionally or unintentionally are found in all the three media - audio, visual and print.

In writing an advertisement copy, the copywriter always keeps into account two major factors: media and the target audience. The three major media in Bangladeshi advertisements and their audience can be illustrated through the following table:

<table>
<thead>
<tr>
<th>Media</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Audio (radio)</td>
<td>i) Mostly in rural areas</td>
</tr>
<tr>
<td></td>
<td>ii) Limited use in urban areas very rarely used in Dhaka</td>
</tr>
<tr>
<td></td>
<td>iii) Most of the audience is uneducated and represent below middle class</td>
</tr>
<tr>
<td>2. Visual (Television including satellite channels)</td>
<td>i) Mostly in urban areas</td>
</tr>
<tr>
<td></td>
<td>ii) Limited use in rural areas</td>
</tr>
<tr>
<td></td>
<td>iii) Most of the audience is educated (a good number of uneducated also watch) and represent middle class and upper</td>
</tr>
<tr>
<td>3. Print (Newspapers &amp; magazines)</td>
<td>i) Mostly in urban areas</td>
</tr>
<tr>
<td></td>
<td>ii) Very rare in rural areas</td>
</tr>
<tr>
<td></td>
<td>iii) 100% of the audience is educated</td>
</tr>
<tr>
<td></td>
<td>iv) Mostly represent middle class and above</td>
</tr>
</tbody>
</table>
In order to react positively to an implicit advertisement, the consumer needs to be reasonably educated and intellectually mature. In radio advertisements where the audience is comparatively less educated than the other two media, there is lesser number of hidden persuaders. An analysis of the products in the advertisements of which hidden messages are used for the purpose of persuasion shows that the copywriters in Bangladesh have some sort of mechanism for market research and subsequently use a number of implicit advertisements for the products that are meant for higher class of the society. A short list of these products further illustrates this statement:

<table>
<thead>
<tr>
<th>Media</th>
<th>Name of the Product</th>
<th>Type of Product</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audio (radio)</td>
<td>Panther</td>
<td>condom</td>
</tr>
<tr>
<td></td>
<td>Nordette 28</td>
<td>birth control pill</td>
</tr>
<tr>
<td></td>
<td>keya</td>
<td>coconut oil</td>
</tr>
<tr>
<td></td>
<td>Ulka</td>
<td>motion picture</td>
</tr>
<tr>
<td></td>
<td>Green Lux /ajker kago/</td>
<td>International Lux</td>
</tr>
<tr>
<td>Video (TV)</td>
<td>Jasmine</td>
<td>Talcom Powder</td>
</tr>
<tr>
<td></td>
<td>Starship /pran/</td>
<td>condensed milk</td>
</tr>
<tr>
<td></td>
<td>Colgate /prothom alo/</td>
<td>Mango juice</td>
</tr>
<tr>
<td></td>
<td>Robbialac New Jarwa House</td>
<td>Toothpaste</td>
</tr>
<tr>
<td></td>
<td>Keya</td>
<td>Newspaper</td>
</tr>
<tr>
<td></td>
<td>Fair &amp; Lovely</td>
<td>Beauty soap</td>
</tr>
<tr>
<td></td>
<td>Danish</td>
<td>Juice</td>
</tr>
<tr>
<td></td>
<td>Jasmine</td>
<td>Coconut oil</td>
</tr>
<tr>
<td></td>
<td>Singer</td>
<td>Color TV</td>
</tr>
<tr>
<td></td>
<td>Pond’s</td>
<td>Facial cream</td>
</tr>
<tr>
<td></td>
<td>Meril</td>
<td>Baby Shampoo</td>
</tr>
<tr>
<td></td>
<td>Camelia</td>
<td>White soap</td>
</tr>
<tr>
<td></td>
<td>Savlon</td>
<td>Antiseptic cream</td>
</tr>
<tr>
<td></td>
<td>Pepsodent</td>
<td>Toothpaste</td>
</tr>
<tr>
<td>Print (Newspapers &amp; Magazine)</td>
<td>Mohitheel Model High School</td>
<td>Admission Notice for the school</td>
</tr>
<tr>
<td>City cell</td>
<td>White soap</td>
<td>Mobile telephone</td>
</tr>
<tr>
<td>Dutch-Bangla Bank Ltd.</td>
<td>Talcom powder</td>
<td></td>
</tr>
</tbody>
</table>

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Almost all the products mentioned in the table are affordable and used by educated people belonging to middle class and upper. The advertisements of these products are mostly of urban setting. There is hardly an advertisement of rural background where hidden persuaders are used.

The copywriters strategize to use hidden persuaders for products meant for upper class people because the educated and intellectually matured people who can afford to by these products prefer suggestive advertisements to explicit advertisements. They would like their intellect to be tested and their subconscious mind to be active. The experiment in chapter 4 of the present study further proves this notion. The study was made on some university students of Dhaka city and the hypothesis was statistically proved that hidden persuaders in the language of advertisement in Bangladesh has more positive effect on consumer behavior than direct persuaders. The consumers here all have certain level of education and they represent the middle class and above section of the society.
2.4. Communicative Pact between the copywriter and the consumer in Bangladeshi advertising

The discussion made in 2.4 leads to another important point, which can be termed as 'communicative pact'. This is an unwritten pact where the encoder and the decoder understand each other's liking and disliking. It is a typical behaviorist psychological scenario where the linguistic 'stimuli' given by the copywriter brings the expected 'response' from the consumers.

Does the copywriter come up with an advertising message armed with hidden persuaders just out of intuition? The answer is obviously no. A market survey is done initially to know the actual target audience, where they are located, their media habits, their intellectual level and of course, their likes and dislikes. This survey in Bangladesh is mostly done by the manufacturers and the outcome of this market research is provided to the advertising agency, known as 'advertising brief'. This is a major loophole in Bangladeshi advertising industry where the creative group, who actually writes the advertising copy, is not directly informed about the consumers' choice. The advertising agencies do carry out focus group discussion and research but over dependence on client's information is a major obstacle in creating an effective advertising copy. This loophole
is actually due to the absence of academic infrastructure in advertising copywriting. However, the advertising agencies do some research of their own and this, along with the advertising brief provided by the client have in many cases led to some effective advertising messages where the 'communicative pact' proves to be existent. An example of this 'communicative pact' can be given from the advertisement of a birth control pill named Nordette 28. The Managing Director of the agency who created this advertisement says, "We handle Nordette 28 for our client SMC. Our Client's brief clearly tells us that the consumer of this brand of contraceptive pill is mostly working women with one child. She has to juggle her time between work and her child and she wants to give her child all the love, time and attention she can give and for this she wants to delay the arrival of her second child." (Geeteara Safiya Chowdhury, Managing Director, ADCOMM, in a seminar in 1999). With this evaluation of the target audience, the agency comes out with the following advertising message

/Soto       bEstota   hajar    kajer majhe     Sukhe

hundreds busyness thousands work midst  happiness

bhore jay  nibiR mOmotay SOPner  dingulo  Dak die jay

full      close affection dreamy days  calls
In extreme busy schedule and abundance of work the close affection brings a lot of joy. The dreamy days keep calling. The source of this joy and dream is Nordette 28. The low-dose pill Nordette 28 is appreciated worldwide.

Here, the encoder and the decoder come under an unseen communication pact. It is a tailor-made advertising copy for working women. First, through hyperbolic statements like /Soto bEstotay/ ‘amidst hundreds of busyness’ and /hajar kajer majhe/ ‘in thousands of work’ the copywriter highlights the amount of workload a working lady needs to undergo. But her heart is /Sukhe bhore jay/ ‘filled with joy’ with the /nibiR mOmotay/ ‘close affection’ she has for her child. By using the phrase /SOpner dingulo/ ‘dreamy days’, the copywriter emphasizes how happy the lady is with the only child (as she is a working lady). By calling Nordette 28 /ei Sukher utSo/ ‘source of this happiness’ the copywriter makes the real implicit persuasion. At the end of the message the copywriters says /SOIpomatrar pil/ ‘low-dose pill’, to indicate another hidden persuasion in
the form of informing the users the absence of side effects due to low
doze. Even the last phrase is an implicit persuasion when it says;
/biSSojuRe Sikrito/ 'appreciated worldwide'. It indirectly assures the
potential users that using Nordette 28 is complete safe as it is used
worldwide, again providing an element of hidden persuasion.

During the advertisement, the copywriter never asks the
consumer to buy the product. But over and again he uses linguistic stimuli
full of hidden persuasion and a workingwoman with similar family
environment in Bangladesh gives a thought after being exposed to the
advertisement. So, there seems to be an un-written communication
between the copywriter and the consumer.

In an advertisement of Robbialac Paint, the following
conversation takes place between a romantic couple who are planning
how to paint the different rooms of their newly constructed apartment. The
dialogue goes on like this:

-/Sudhu tumi ar ami, ei Sonona bOSar ghOrTana

only you and me hey listen drawing room
golapi hobe tomar Sei SaRiTAR mOton/
pink will be your that sari like

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‘only you and me, hey, listen, the drawing room will be pink,
like that sari of yours’

-/ar choTTo Sobuj Ekta stadi/

and small green a study

- ‘And a small green study’

-/DainIN spesTa?/

dining space

- ‘What about the dining space?’

-/tumi bOlo?/

you tell me

- ‘you tell me!’

-/biskiT rONer/

biscuit color

- ‘of biscuit color

-/ei tumina------/
Hey you------

'you------!' 

-/ar Sobar ghorTa nil hok - akaser mOto/

and bedroom blue let sky like

- 'And let bedroom be blue - like the sky'

/robialak plastik imalSON - moner madhuri

Robbialac Plastic Emulsion heart's fulfillment

meSano rON/

mixed color

'Robbialac Plastic Emulsion - colors filling the heart.'

Here, romantic expressions like/tomar Sei SaRiTaR mOto/

'Like that sari of yours' carry hidden persuasion. This rhetorical expression implicitly attracts a young couple in a similar situation. Likewise, by saying /Sobar ghOrTa nil hok - akaSer mOto/ "Let the bedroom be blue – like the sky", the copywriter further ties the potential customers to start unmindfully thinking in the same manner.

The discussion on communication pact will end with the
example of an advertisement of Meril Baby Shampoo. Here, a 3/4 – year – old baby girl says:

/jano ma notun EkTa SEmpu eneche Sudhu
do you know mum new one shampoo bring only
choToder jonno chokhe lagle cokh jOlena kannao payna/
children for eyes touch eyes don't hurt cry don't feel

/ki mOjar meril bebi SEmpu ami bEbohar kori/
how nice Meril Baby shampoo I use

'Do you know that mum has brought a new shampoo only for children? if it falls on the eyes, it neither hurts, nor makes you cry. Meril Baby shampoo is very nice and I use it.'

The indirect communication pact here is not only between the advertiser and the mother, but also the baby gets involved by finding someone of the same age saying like this. The copywriter cleverly exploits a typical attitude of a child using shampoo during bath by writing /cokhe lagle cokh jOlena kannao payna/ 'If it falls on the eyes, it neither hurts, nor makes you cry.' This sentence actually carries the main hidden persuasion in this advertisement. It makes the child also involved, because a child
would definitely opt for a shampoo, which has these characteristics.

The examples in the present section clearly show that an advertising copywriter, in order to communicate with his/her target audience in such a way that his hidden persuasion is decoded properly, first makes an evaluation of the target consumers before framing the message. Thus they endeavor to write a copy that best suits the consumers' taste and situation and accordingly manipulate with the language to come out with the best possible message.

In the next section, some salient features of hidden persuasion in the language of Bangladeshi advertisements are discussed:

2.5 Salient Features of Hidden Persuaders in Bangladeshi Advertising

Under salient features, discussion on the language of some advertisements in Bangladesh with or without linguistic manipulation will be made.

The main focal point in this part is some salient ways in which
advertising copywriters exploit the subconscious minds of the consumers and persuade them to buy the product with embedded messages. The following points are discussed under salient features with examples from Bangla advertisements of Bangladesh.

2.5.A. Aesthetic Value and Hidden Persuaders

It is a universal human nature to adore beauty and art. The inner self of a human being spontaneously reacts whenever it is exposed to something beautiful. In the art of persuasion role of aesthetics is becoming more and more popular among the copywriters. The following advertisement of a jewelry shop named *New Jarwa House* is a perfect example of persuasion by using aesthetic tools:

/tumi SundOr, Surjer tibrotay jole oTho durtimQy tumi/

you beautiful sun's strong glitter wonderful you

khOrotap muche die bOrSar prosanti namao haSite tomar

heat wash away rainy day's peace bring smile yours
'You are beautiful. You glitter wonderfully in the strong light of the sun in summer. You wash away the heat in the rainy season by bringing peace through your smiles. Your unsaid message, full of depth passes through the early autumn wind. Your praise is found in the falling trees of late autumn. You seem to be an unknown beauty in winter. Oh my beauty, you are the youth of spring. New Jarwa House- beautiful forever.'

The copywriter, in order to create an association between the
beauty of gold and the beauty of nature, personifies the jewelry shop by addressing it in second person and metaphorically comparing its beauty to that of the six seasons of Bangladesh. The language of the message is full of ornamentation and creates aesthetic pleasure in the minds of the consumer. Through this aestheticism, the consumer also gets implicitly persuaded to visit the shop.

Aesthetic appeal is also observed in the advertisement of *Camellia Soap*, where the following song is sung:

```
/Sada    Snigdho    beli    fuler    miSTi    SubaS    bhora/

White    fresh    jasmine    flower's    sweet    fragrance    full

kEmelia    Sada    Saban    kEmelia    aha/

Camellia    white    soap    Camellia    wow

beli    fuler    komol    pOroS    ridoy    pagol    kora

jasmine    flower's    soft    touch    heart    crazy    does

kEmelia    Sada    Saba    kEmelia    aha/

Camellia    white    soap    Camellia    wow

'Full of sweet fragrance of fresh white 'jasmine' flower, wow, it
is camellia white soap. With the soft touch of jasmine flower which makes
the heart crazy, wow, it is camellia White Soap'.

Here, the setting, the model, the music, the song, and the
language everything together make a resounding effect on the consumer's
subconscious mind. The aesthetic beauty is found mostly in the language
with phrases like /miSTi SubaS/'sweet fragrance', /Sada snigdho/ 'fresh
white', /komol pOroS/' soft touch' /ridOy pagol kOra/ 'makes the heart
crazy' all together make an atmosphere with beauty and fragrance around.
The soothing effect the consumer has after watching this advertisement on
television also acts as a hidden persuader. Even the naming of the soap
as /Sada Saban/ 'White Soap' is intentionally done to show an association
between the color and fragrance of the soap and the color and fragrance of
the flower 'jasmine'.

A different type of aesthetic effect is found in two print
advertisements of 'Crescent Trading Agency', a company that sells light
fittings. In the first advertisement, the copywriter writes:

/e  ghOr   o   ghOr/
this room that room
'This room, that room with close people around all enjoying fruits and other things and....'

The second one shows other comparisons:

rain bath
/siDite gan
CD songs
/ar......../

and.....
'Having rain bath then listening to songs on CD and ..........'

In both the advertisements, an association between the environment and the product has been wonderfully created. The copywriter establishes this association without even mentioning the name of the product. In the first advertisement, the aestheticism is found in the association between a family with deep bondage and the product, while in the second, the association takes place between a romantic environment and the product. Even these associations are created in a very abstract manner, which ultimately creates aesthetic feelings in the readers’ minds.

2.5.B. Literary Flavor and Hidden Persuaders

This subsection discusses the rhetorical figures used as hidden persuaders in Bangladeshi advertising. The literary devices cited here as examples show that they have not only been used as ornamentation in the language of the message, but also been used as indirect persuaders in order to attract the customers. The discussion begins with *simile*.
2.5.B.i. Simile

Simile is an explicit comparison between two things. It generally compares two unrelated things by using the words 'as' or 'like'. For example, while describing the beauty of a lady, a poet says:

/cokh tar horiner moto/

eyes her deer like

'Her eyes are like that of a deer'.

To give an example of simile from advertisements, the advertisement of Robbialac Paint has to be mentioned again, where the copywriter writes:

/bOSar ghOrTana golapi hObe tomar Sei SaRiTar MOto/

drawing room pink will be your that sari like

'The drawing room will be pink, like that sari of yours'.

Here, the comparison between the sari and the color of the room has been made. In the same advertisement, the following line is used at the end:
'Let the color of the bedroom be blue – like the sky'.

Here, the comparison is made between the color of the room and the color of the sky. It may be relevant to mention here that the Bangla counterpart for simile that indicate terms 'like' and 'as' is '/moto/ 'like'.

While advertising /haSmarka narikel tel /'Duck-marked coconut Oil', the copywriter at one stage writes:

/her cloud like dense black hair

'her dense black hair like cloud'

Here, the implication is that the girl has hair as black and as dense as Duck marked Coconut Oil and anyone using this product should also have similarly dense black hair.

2.5.B.ii. Metaphor

Metaphor is another literary device used for hidden persuasion
as well as linguistic manipulation by Bangladeshi advertising copywriters. Metaphor is an extreme type of simile where the two unlike things are no longer compared by 'like' or 'as' as in simile, but the attribution is directly made. For example, while campaigning for *Keya coconut Oil*, the expression /culer oi megh kajole/ ‘in the dark black cloud of the hair’ is used. Here, the blackness of the hair has been compared to the blackness of the cloud directly.

The same metaphor is used in the campaign for *Jasmine Coconut Oil* with a different style. It says:

/alo jhOlmoI reSOm komol ghOn kalo cul

light bright silky soft thick black hair

megh bhebe hOy bhul/

cloud think occurs mistake

'The silky, bright, soft, thick, black hair looks so beautiful that I mistakenly thought it to be cloud'

For *RZ Tyre*, the advertisement says:
'RZ Tyre - Symbol of strength and speed, RZ Tyre - a tiger's child'

'/bagher bacca/ 'a tiger's child' is a metaphor that is commonly used in conversational Bangla. But here, the copywriter improvises with the term to use it for a 'tyre', in order to compare the strength and speed of the tyre to that of a tiger and thus, making an impression on the consumer's mind.

2.5.B.iii. Personification

Personification in hidden persuasion is not as common as in linguistic manipulation discussed in chapter 3. But still there are some examples where implicit persuasion is made through personifications.

In one campaign of Keya Coconut Oil the following expressions are used.
Both the phrases here contain personification. First, the inanimate object 'hair' has been personified by using /culer bhalobaSa/ 'hair's love'. Secondly, ornament, which is generally worn by women, has been used together with /culer/ 'hair's' to personify it. Both the phrases contribute in making hidden persuasion.

Advertising Jasmine Talcom Powder, the product is personified by being addressed in second person. The message is:

/biSSaSe tumi, SOurObhe gOrobini jesmin/

'breathe belief you fragrance proud Jasmine'

'Jasmine - you are in the breath, in the belief and you pride in your fragrance'

In this message apart from personifying the product by using
second person the expression /Sourobhe gOrobini/ 'proud of the fragrance' is another example of personification where the product has been given a human attribute /gOrobini/ 'proud'.

2.5.B.iv. Hyperbole

Hyperbole is the last of the literary features that are discussed in the present section. As hyperbole is used in literature for emphasis or for rhetorical effect, it is used in advertisement for both direct and indirect persuasion. While advertising for 'Meridian chips', at one stage, the copywriter writes:

/tin rOkom sad hajar rokom mOja/

three type flavor thousands type taste

'three flavors bring thousand types of taste'

This exaggeration by terming the taste of the chips as 'thousand' types actually communicates that the chips may have only three flavors, but its taste are of innumerable variety. Through this comparison, an indirect request of buying the product is made.

The literary devices discussed in this sub-section are not
restricted to literature only. Simile, metaphor, personification and hyperbole are rhetorical elements that are used in conversational Bangla also. The copywriters' attempt to use these devices came out of this conversational repertoire of Bangla speakers, not from the notion of literature. These elements provide extra 'food' in the language of advertisement and make the persuasions more attractive and catchy.

2.5.C. Religious Factor

Religion is a strong factor in every society. It dominates every aspect of human life - social, cultural, personal, educational, economic and many more. The religious people abide by the rules of the religion and strictly follow it in their day-to-day life. Bangladesh is a country with 85% Muslim population. In Islam there are some restrictions in using some items. For example, Muslims don't prefer using a soap made by the fat of a pig. Some religious clerics in Bangladesh decried that no soap imported from non-Muslim countries containing animal fat should be used because the animals are not slaughtered properly by non-Muslims.

Understanding the religious sentiment of the people, some multinational companies started to claim that they import or manufacture soaps with vegetable fat, and thus, their soap is completely /halal/
'permissible'. /halal/ is an Arabic word, which refers to something permissible in Islam. Due to its religious weight, the word is borrowed in most of the languages in the world including Bangla.

This phenomenon ultimately affected the language of advertising in Bangladesh as through advertisements only it is possible to inform about the /halal/ factor. For example, the slogan of Aromatic Beauty Soap says:

/EromETik biuTi Saban - EkSo parsent halal Saban/

Aromatic Beauty Soap hundred Percent halal soap

'Aromatic Beauty Soap - 100% halal soap'.

For Keya Super Beauty Soap, the copywriter at one stage writes:

/maleSia theke amdanikrito vejiTebol fETe toiri

Malaysia from imported vegetable fat manufactured
tai Sobar kache SOMadOre grohonjoggo/

so everyone to gracefully acceptable

'Imported from Malaysia and manufactured through vegetable oil, this soap is gracefully acceptable to all'.
Here, the copywriter not only mentions that the product has been made of vegetable oil and imported from a Muslim country, it goes on to say that it is, /Sobar kache somadore grohonjoggo/ 'gracefully acceptable to all'. The whole message contains indirect persuasion for those who would hesitate to buy it if it was made of animal fat.

In a similar message for Aromatic Rain Laundry soap, the copywriter writes.

/EromETik rein lOnDri Saban - kapoR kacar
Aromatic Rain Laundry Soap clothe’s wash
Sabane Ek notun SONJojOn/

soap one new addition
ete kono PoSUr corbi nei/
in this any animal fat no

‘Aromatic Rain Laundry Soap’ is a new addition in detergent soaps. In this, there is no animal fat”.

Here again, the same religiosity has been exploited with a different expression.
During the Muslim holy month of ‘Ramadan’, the advertisers also tend to show religiosity and express solidarity with the sentiment of the majority people. Many print advertisements during this month begin with.

/mahe romzaner pobitrota rokkha korun/

month Ramadan sanctity maintain do

'Please maintain the sanctity of the holy month of Ramadan'.

By showing solidarity with the people’s sentiment, the copywriters here actually mean that they belong to the same community as most of the people which implicitly makes many consumers sympathetic towards the product.

Thus, religion, a very important phenomenon, plays its part in the advertising copywriting of Bangladesh. It is proved through the analysis of the collected data that exploitation of the religious sentiment of the people for the purpose of persuasion is implicitly done in these advertising campaigns.
2.5.D. Scientific Reasoning

In modern world with the development of science and technology, every educated person prefers scientific explanation and rationality before taking any decision. Particularly, when the health issue comes into question, people become extremely sensitive. Thus, customizing themselves to this modern trend of educated consumers, the copywriters incorporate scientific reasoning to justify the worth of the product. Manufacturers also come out with newer products that go along with the advancement of medical science. For example, to cater the needs of diabetic patients, Ahmed Food Products Ltd. in Bangladesh marketed a jelly named, Ahmed Diabetic Jelly. This advertisement has a specific target audience and for them, the copywriter writes the following message.

Dem Onumodito TaTka fOler Sad
Birdem approved fresh fruit's taste
cinI O sEkarin mukto, karbohaidred nei
sugar and saccharine free carbohydrate no
'BIRDEM approved with taste of fresh fruit, free from sugar and saccharine, no carbohydrate, so there is no possibility of weight increase. Ahmed Diabetic Jelly is unique for diabetic control.'

Saying that the product is approved by BIRDEM, the premier diabetic hospital in Bangladesh, makes the first scientific reasoning here. Then by mentioning the absence of carbohydrate, further exploitation of this is made.

For Mirzapur Tea, the following message is written by the copywriter:

'Mirzapur in Bangladesh first brought healthy metalized PET included three layer containing pack'
'In Bangladesh, Mirzapur is the first to introduce healthy three-layer pack containing metalized P.E.T., the copywriter tries to scientifically prove that this product is more health friendly than its competitors.

While advertising Robbialac Paint, the copywriter scientifically justified its worth by writing:

'Ekhon jog hoeche karjokOr fOTo Di ar in it now added effective photo DR fOrmula...... jar biSES koTiN kaTh, loha, formula whose special coating wood steel betke dEy SurOkkha ar baRti ujjOlota/ cane gives protection and added brightness

'.... It is now added by effective Photo D.R. Formula the special coating of which gives added protection and brightness to wood, steel, cane etc.'

The justification made here by scientific reasoning appeals implicitly to the consumers to use this product because of its superiority.
Through the examples given above, the maneuvering of linguistic usage by advertising copywriters to the extent of scientific reasoning is observed. What is interesting here is, the scientific explanations that are given in these examples are so technical in terminology that a normal person will find it difficult to understand. Still this type of usage is made so that whether they understand or not, the consumers will be convinced that the product is superior to other similar products.

2.5.E. Contemporary Issue

It is a common characteristic among the copywriters around the world to make use of contemporary local or international issues in their message in order to appeal in the subconscious mind of the target audience. In Bangladeshi advertising, a number of advertisements show this phenomenon. It is worth mentioning here that most of the advertisements containing contemporary issues are either in television or in print media. It is because of the fact that the radio listeners, who are mostly rural based and illiterate, are not aware of the contemporary national or international happenings. On the other hand, most of the TV audience and all of the print audience are educated and are aware of what
is happening around them. So, knowing well who their audience is, they come out with their message.

The first example in this category can be given from newspaper advertisement of Dutch-Bangla Bank. It says:

/Ekhon bISSer dOSom TesT mOrjadar deS
now world's 10th test status country
SabaS baNladeS/
well done Bangladesh

/amra chilam, amra achi amra thakbo/
we were we are we will be

'Now, Bangladesh is the tenth among the countries with test status, 'we were, we are and we will be'

This advertisement was published after Bangladesh got test status in cricket. So, first of all the copywriter felicitates Bangladesh for achieving this honor. Then by saying, 'we were, we are and we will be', Dutch Bangla Bank indirectly reminds the people its affiliation with
Bangladesh cricket and the future plans to continue this relationship. The bank has been sponsor to a number of cricket matches played in Bangladesh, and by saying this; the advertiser actually attracts its customers.

In a print advertisement of a motion picture /jamin nai/ 'no bail', the message is:

'/jOno nirapOtta aine masud Sekh, bomber
public safety act Masud Sheikh Bombay's
Sokti kapur o Sabnurer jamin nai/
Shakti Kapur and Shabnur's bail no

'Under the Public Safety Act, Masud Sheikh, Shakti Kapur of Bombay and Shabnur won't get bail'

The time this advertisement came out, a law enacted by the then government called /jOno nirapotta ain/ 'Public Safety Act', in which the offender gets no bail, was a hot topic and the opposition called a number of strikes and processions against this bill. The copywriter of this advertisement, by associating the name of the film /jamin nai/ with the message, exploits this contemporary issue. By saying that the actors
actresses of this film will not get any 'bail', the copywriter actually makes an indirect appeal to the audience to watch this film.

In a television commercial of *Bashundhara L.P. Gas*, the problem of environmental pollution has been made the topic of hidden persuasion. It says:

/jalanir OnnotOmo upadan kaTh bEbohare

gasoline important material wood using

Oporikolpito bhabe brikkho nidhOn colche

unplanned manner tree cutting going on

gachpala dhONser maddhome bayumOnDoler

trees destroying through air

uttap baRche ozon stOr bhari hocche

heat increasing Ozone layer heavy happening

hocche poribeS bipOrjoy tai nirapOd

happening environmental hazards so safe
Trees, a very important material for the production of gasoline, are being cut without plan. The heat in the air is increasing because of the destruction of trees. The Ozone layer is getting thicker and thicker. Environmental hazard is taking its toll. So, for safe gasoline, Bashundhora L.P. Gas has arrived.

The environmental issue, the cutting of trees, the ozone layer and the use of gas all are hot contemporary topics in the educated arena in Bangladesh. This situation is exploited by the message. In the message the copywriter does not ask the consumers to use this gas, but informs that this gas is an alternative solution to environmental pollution.

The above examples show how the modern advertising copywriters make use of contemporary issues to indirectly persuade the target audience to buy or use the product that is advertised. The point worth noting here is that the advertisements with contemporary issues do not have much linguistic manipulation. But the persuasion of none of the advertisements is direct. So, it proves that the use of contemporary issue is in a way a hidden persuasion.
2.5.F. Foreign Value

In the socio-economic scenario of Bangladesh, foreign goods have always been a major attraction for people who can afford them. Though some good quality products are manufactured in Bangladesh, people still have the tendency to show their affinity towards foreign goods. They are thought to have more longevity than local products. Knowing this characteristics of Bangladeshi people very well, the advertising copywriters, wherever possible, insert the foreign relevance of the product and thus implicitly persuade the consumers to buy them.

In the advertisement of *keya Talcom Powder*, the foreign value has been exploited in the following way:

/biSSobikkhato foraSi karigori SOhojogitay

world famous French technical support

eboN japan theke amdanikrito unnOto

and Japan from imported developed

kacamal ar amerikar Sugondhi/
raw material and American Fragrance

'Made with the world famous French technical support, and with imported developed raw material from Japan and containing American fragrance...'

The involvement of France, Japan and America in the production of this product is the hidden persuasion in this advertisement. The foreign value automatically creates an impression on the consumer's mind.

While advertising Pak Fan, the advertisement ends with the following sentence:

/arob deSSomuher ghOre ghOre SOMadrito

Arab countries every house appreciated

Pakistanier bajare SOrbadhik bikrito fEn/

Pakistan's market maximum sold fan

'The fan is appreciated in every house in Arab countries and is the best seller in Pakistan market'.
Interestingly, even a Pakistani fan known as 'Pak Fan' is used here as a persuading factor. By informing the product's popularity in Arab countries and Pakistan, the copywriter exploits the foreign flavor in his/her attempt to attract the customers.

For Dentonic Tooth Powder, the justification of its worth is made by saying:

American and European quality control award winner

'Winner of American and European quality control award'.

Here again, the copywriter exploits the foreign value by claiming that the quality of the product is so good that it won the quality control award of America and Europe. This type of claim definitely arouses the consumers' attraction.

Thus, the examples above show that the attitude of the people towards products with foreign exposure has been an exploiting point to the advertising copywriters and they leave no stone unturned to use them in their effort to increase the sale of the product they advertise.
2.5.G. Vagueness

Vague expressions refer to expressions that do not make things clear. In other words, something that is not 100% accurate or empirical may be termed as vague. For example, the common Bangla dialogue:

/kemon achen?/
how are you
/eito, achi/
just like this

' - How are you?'
' - just like this'

Here, the answer /eito, achi/ does not have any particular meaning. There is an element of vagueness in the answer and the listener has to guess from the situation what the speaker actually means by giving an expression like this.

In Bangladeshi advertising, there are some advertisements that do not concretely say what product they are advertising for. The
hidden persuader here is the vagueness. By seeing the visuals only, the audience has to understand what actually the copywriter means. This type of abstractness is found in the advertisement of 'Starship Milk Powder'. It says:

/sneho  bhalobaSa cai, cai ador  mOmotamakha
affection  love  want  want  affection  tenderly
roNin  jibon  ah  Sukher  jibon/
colorful  life  ah!  Happy  life
/Sukher  jibon  ah  Sukher  jibon/
happy  life  oh  happy  life

'We want love and affection; want a colorful life full of tenderly love. Happy life oh happy life!'

Nowhere in this advertisement does the copywriter mention the association between the message and the product. This abstract and vague idea has made the advertisement even more attractive to the audience.
In another advertisement of *Starship*, there is a slight hint, but still the element of vagueness is there. In this advertising, everyone dances and says:

/Sudhu  Sad  Sudhu  gan  Sudhu  noy  gun/
only  taste  only  songs  only  not  quality

/starSip  mane  labhe  dui  gun/
starship  means  profit  two  times

/beSi  Sad  beSi  labh  beSi  kap  ca/
more  taste  more  profit  more  cup  tea

/starSipe  beSi  kap  ca/
in Starship  more  cups  tea

'The song is not only about taste and quality, starship means two times profit. It gives more taste, more profit, more tea, so starship means more cups of tea'.

Here, though it is clear that the product is something to do with tea, but whether it is tealeaf or milk powder or condensed milk is not clear.
This part is intentionally kept vague in this advertisement. Again, only by the visuals do the audience come to know the actual product.

The slogan of Red and White cigarette does not give any clue what the product is. It says:

/red End wait je Sad dEy Safoilier prerona/

Red and White the taste gives success encouragement

'Red and White, the taste that gives the encouragement for success'.

There is no clue whatsoever what taste it is referred to. This vagueness has made the message more attractive and acts as a motivating factor to the consumers.

In the advertising of Singer Refrigerator, though the advertiser gives some hint, still it is not possible to conclude which category of singer product the advertisement refers to unless the visuals are seen. The advertisement says:

/proyojonTa jOkhon khadder, amar ache Sombhar SiNarer/

importance when food I have collection Singer
mustard Hilsha's smell fresh milk no more

When food is important, I have in my collection Singer, No more smell of mustard oil-cooked Hilsha in fresh milk.

There are two sets of vague expressions in this advertisement. Firstly, by saying, /amar ache SOmbhar siNarer /' I have in my collection singer' does not clarify which product of singer fulfills the requirement of food, because microwaves also deal with food. On the other hand, the audience might take a little while to realize that /SorSe iliSer gOndho TaTka dudhe ar na/ 'No more smell of mustard oil-cooked Hilsha in milk' refers to the ability of a refrigerator to maintain the smell of each item separately. These elements of abstractness ultimately carries hidden persuasion as by pondering what product it is while the advertising is on, the audience remembers the name of the product which ultimately may result in sales increase.

The advertisement for the motion picture /bOrsa badol/ 'Rainy Season' begins like this:

/bOrSa badol eSeche khete laNol colbe,

rainy season has come land plough will be done
dhaner SiS gOjabe, nodite nOuka colbe,
paddy's leaf will grow in the river boat ply
anOnde jhilik marbe Sara deS/
with happiness glitter whole country

'The rainy season has come. The lands will be ploughed, the leaves of paddy will grow, the boats will ply in the river, and the whole country will glitter with happiness.'

In the whole message, a very natural scenario of the rainy season is given. Nowhere there is any indication that the name /bOrSa badol/ here actually is the name of a Bangla movie. Here, the copywriter makes an effort to attract the audience by vaguely relating the name of the movie with the real season.

Thus, it is observed through the above examples that copywriters in Bangladesh deliberately keeps some elements of vagueness in their advertising message so as to create a special effect on the consumer's mind. Because of the abstractness or vagueness, the audience has to give some time in thinking which product is advertised, and this little bit of extra concentration is actually exploited by the copywriters. They do it because, extra concentration in most cases lead to
more possibility of remembrance and recall. It is a success of a copywriter if the consumer is able to recall fully or partially the message he/she used in an advertisement.

This brings to the end of this section where seven salient features of hidden persuasion were discussed. It is observed that through aestheticism, using literary devices, exploiting religious sentiment of majority population, by scientific reasoning, taking up contemporary issues, highlighting foreign value and keeping some elements of vagueness, the advertisers deliberately make hidden persuasions. This effort is made in order to create a subconscious appeal in the minds of the target audience so that they are motivated to purchase the product. Though the effectiveness of these salient features is yet to be proved, there is no doubt that they do attract the consumers to a great extent.

2.6. Hidden Persuaders as Communicative Strategy

By communicative strategy we mean the strategy adopted for specific purpose of communication where the encoder and decoder will understand each other. In many cases, others fail to understand what type of communication the speaker and the audience are making. This type of strategy is adopted for the purpose of keeping some people unaware of
the message being communicated. For example, most of the urban houses in Bangladesh have male or maidservants. They are mostly illiterate and know Bangla only. While speaking in front of them, if the conversants feel that the servants should not understand the topic of discussion, the speakers switch over to English. This type of strategy is called communicative strategy.

In Bangladeshi advertising, communicative strategy is adopted on issues that are generally taken as taboos. Products like birth control pills and condoms, sanitary napkins etc. and public awareness issues like AIDS and other sexual diseases are generally taken as taboo topics. People generally don't like to talk on these issues in public, particularly in front of young adolescents. Knowing this social attitude, the advertisers adopt different communicative strategies so that the message goes to the target audience in one hand, and does not break the conservative approach of the society on the other.

Bangladeshi social context is much more conservative than its Indian counterpart. Even a sophisticated urban family also would feel uneasy when these taboo issues are on air. The advertisers seem to be well aware of this fact and they also know very well the way each media works. To be more precise, newspaper and magazine reading is an individual activity. So, the taboo factor does not work there that much. In
radio, though it is not entirely individualistic, but listening to radio programs with all the family members sitting together is not a very common sight. As far as television is concerned, it is completely a family medium and generally all the family members sit together to watch TV programs.

Taking into account the social scenario as mentioned above, it is observed that advertisements relating to taboo issue are most commonly found in newspapers and magazines where the social problem is least. It is the only medium where sanitary napkins are advertised. Unlike India, sanitary napkins are not advertised in Bangladeshi radio and television. Even the advertisements relating to family planning issues are more common in radio than in television because of the family environment factor.

Wherever the advertisement is put, the copywriters do adopt communicative strategies for advertising these products. For example, in the advertisement of Panther Condom, the copywriter tries to create an aesthetic environment to make up the taboo aspect of the product. The full advertisement is given below:

/ei haSikhuSi anonder din roNe roNe holoje

these happiness enjoyable days color color has become
These happy enjoyable days are becoming more and more colorful. The happy family is entirely yours and mine. The dream for future brings so much happiness as the happy family is entirely yours and mine in the binding of love - Panther Condom.

Here, the romantic expressions are overwhelmingly presented so that the name 'condom' does not sound that odd. The aesthetic environment created in this message acts as the communicative strategy and the target audience receives the message quite effectively. By repeating the sentence /Sukher SONSar Ekantoi tomar ar amar/ 'the
happy family is entirely yours and mine' twice, the copywriter builds an indirect association between a happy family and the condom.

Interestingly, in a radio advertisement of /raja/ Condom the advertisement is not that implicit. This is because the product is cheap and is used by relatively lower class people where the taboo factor is not as prominent as in an urban middle class or upper class family. The advertisement here is quite explicit as the advertiser says:

/kOro bhai raja bEbohar, hObe Sukher SoNSar/
do brother Raja use will have happy family
thakle raja kOnDom thakena cinta bhabna ar/
if you have Raja condom doesn't remain worry any more

'Use Raja, you will have a happy family. If you have Raja Condom, you will have no more worry'.

The amount of explicitness in this advertisement clearly indicates the difference in social norms among higher and lower class of people. The media difference is also evident, as this advertisement is never showed in television, as it would be extremely embarrassing for an urban family to watch this advertisement.
The advertisement of Nordette 28 discussed in 2.4 also is an advertisement where communicative strategy is employed. The advertisement of Ovostat birth control pill ends with:

/....SONSar haSikhuSi  - OvosTET poribar/

family happy Ovostat family

'...happy family, Ovostat family'.

This is a TV advertisement where a family with one child is shown enjoying their lives. Nowhere in the advertisement, the copywriter tells what type of product 'Ovostat' is, but the target audience knows very well what it is. By calling the family /OvosTaT poribar/ 'Ovostat family', the actual hidden persuasion is made.

In contrast, in a radio advertisement of /maya/ pill, no such communicative strategy is applied. It says:

/jOnmonintrore  jonno  maya  boRi/

birth control for Maya pill

aha maya nirbhOye khete pari/

oh Maya without fear eat I can
'Maya pill is for birth control and I can take it without fear'.

Advertisements for sanitary napkins are very rare even in print advertising. In one example of 'Softex', the copywriter writes:

/amar oiSOb dingulite SurOkkhOn dEy.../

my those days safety gives.....

'.....gives safety in those days of mine'

The use of the phrase /oiSOb dinguli/ 'those days' carries the element of communicative strategy. By this, the copywriter avoids using the actual term, which refers to /oiSob dinguli/ because it is taken as a taboo to use those terms. This element of euphemism makes the advertising socially acceptable though the target audience understands exactly what is meant by /oiSob dinguli/.

In a TV advertising of rural setting, a girl is shown avoiding the society as she is suffering from a womanly disease. Her sister-in-law tells her:

/eiSOb rog kono OSabhabik bEparna/

these diseases unnatural issue no
'these diseases are not unnatural'

In this public awareness program, the message is to inform basically the rural illiterate people that womanly diseases are not unnatural and can be cured easily by the help of a doctor. Here, the copywriter does not mention what type of disease the lady is suffering from, as that would sound socially unacceptable. So, the expression /eiSOd rog/ 'these diseases' is used as a communicative strategy.

Thus, it is shown how the advertising copywriters in Bangladesh handle very sensitive issues and strategize their campaigns. It is noticed that some advertisements like /raja kOnDom/ 'Raja condom' and /maya boRi/ 'Maya pill' are very explicitly advertised. Though the issue of taboo is not that common in rural society, still this type of explicitness may well be avoided and new strategies can be adopted to attract rural and illiterate audience.

2.7. Advertising Claims and Hidden Persuaders:

Advertisers, in the process of persuasion make some claims to justify the worth of their products. How believable are those claims? Jeffrey Schrank says, "A few of these claims are downright lies, some are
honest statements about a truly superior product, but most fit into the
category of neither bold lies nor helpful consumer information. They
balance on the narrow line between truth and falsehood by a careful
choice of words.”

Schrank finds this ‘pseudo-information’ applied to parity
products where there is hard to choose between similar competitive
products. So the copywriters try to create illusions of superiority by
applying some linguistic techniques. He calls these techniques ‘advertising
claims’. This is a universal attitude of copywriters and they are observed in
Bangladeshi advertising also. These claims surely come under the
category of hidden persuaders as the claims are supposed to be hanging
between truth and falsehood and thus, they are expressed in an implicit
manner. A number of advertisements in Bangladesh can be analyzed
based on the classification of ‘claims’ given by Schrank.

2.7.A. The Weasel Claim

The term ‘weasel’ has been given after the egg-eating habits
of weasels. Weasels generally suck out the inside of an egg, making it
appear intact by the casual observer. Similarly, claims that appear to be true at the outset but proved to be hollow or meaningless on analysis are 'weasel claims'. In Bangladeshi advertising, several advertisements with hidden persuaders are of this type. For example an advertisement of Colgate toothpaste says:

/\kolgeT TuthpesTe roeche floraiD eboN kElSiAm

Colgate toothpaste has fluoride and calcium

Ja dat Surokkhito rakhte \SahajJo kore/

that teeth protection keep help does

'Colgate toothpaste has fluoride and calcium that help to keep the teeth protected.'

Here, /SahajJo/ 'help' is a weasel, because the claim 'helps' does not mean that it definitely keeps it safe. Similarly, for a beauty-enhancing product called Bridge, the copywriter says:

/golaper mOto SundOr tOker jonno brij/

rose like beautiful skin for Bridge
‘Bridge is for skin as beautiful as rose.’

This type of comparison also has no real sense. By comparing the beauty with that of rose, the copywriter actually does not say anything concrete.

2.7.B. The Unfinished Claim

In this type of claim, the copywriter claims that the product is better, or has more of something, but does not finish the comparison. For example, to say what contribution *Pristine Aluminum Profile* makes on life, the advertisement claims:

/aro unnOto ei jibon jOkhon/

more developed this life when

‘when life becomes more developed’

To what extent this /aro/ ‘more’ refers to is not clear. The copywriter here does not finish the claim, for which this hidden persuasion stands in the balance of truth and falsehood.
Similarly, for /goru marka Dheu Tin/ ‘Cow-marked roof tin’, there is a phrase:

/mape SOThik puruo beSi/

weigh correct thick more

‘It weighs perfect and its thickness is also more’

What does this ‘more’ mean? To what extent? Nothing is clearly mentioned.

In the advertisement of Pepsodent toothpaste, the copywriter uses the phrase:

/dirghosthayi Surokkha/

longtime protection

‘Longtime protection’

Here, what duration this ‘longtime’ refers to is intentionally not clarified, making it another unfinished claim.
2.7.C. The “Water is Wet” Claim

This type of claim says about a product that may be true for any such product. For example, in a television commercial of Bashundhara L.P Gas, after talking about the demerits of fuel oil, the copywriter claims:

/tai nirapOd jalani hiSabe eSeche boSundhOra elpi gEs
so safe gasoline come Bashundhara L.P. Gas

‘So Bashundhara L.P. Gas has come as a safe gasoline.’

This is a ‘water is wet’ claim because, gas of any company would be safer than fuel oil, and this claim does not say anything unique about the gas.

For Sunlight battery, the claim made by the copywriter is:

/TOrc jOle khElna cOle baje redio/
torch functions toys play functions radio

‘torch, toys, radio everything functions’

This is true for any battery. It does not show the specialty of the product. There is no mention how well the battery serves.
2.7.D. The “So What” Claim

By going through this type of claim, the audience will ask, ‘so what?’ Here, the claim is true but proves no real advantage to the product. For example, for Tibbet Beauty Care Soap, the claim is:

\[\text{/tibbot biuTi kear sop pacchen tEro Takay/}\]

Tibbet beauty care soap get thirteen taka

‘You’ll get Tibbet beauty care soap for thirteen taka’

Obviously, the question will be ‘so what?’ It does not prove the product to be superior. For a chips product called Corntos Snacks, the advertiser says:

\[\text{/rini khay mini khay dEkho baba mOja pay/}\]

Rini takes Mini takes see dad finds taste

‘Rini and Mini take it and see, dad also enjoys eat.’

Here again, there is no indication of the product to be better than others just because these people take it.
2.7.E. The Endorsement or Testimonial Claim

In this type of claim, generally a celebrity in the form of a film star, a super model or a sports personality appears in the ad to lend his or her stellar qualities to the product. Sometimes, they claim to use the product, but very often they don’t. For example, the film actress Moushumi says in an advertisement of *Green Lux*:

/amar tOk toilakto Sobuj laks dur kOre toilaktota/

my skin oily green lux removes oiliness

‘My skin is oily and Green Lux removes this oiliness.’

In another such ad, super model Mou says about *Keya Super beauty Soap*:

/amar kache Ekhon theke kea super biuTi sop Sobce bhalo lage/

to me from now Keya SuperBeauty Soap most nice feel

‘From now on I like Keya Super Beauty Soap most.’

In both these advertisements the typical testimonial claim has been used. Do these stars really use them? There is every doubt about it, because these stars would prefer to use a foreign product rather than a local product.
2.7.F. The Rhetorical Question

In this technique, a response is demanded from the consumers. A question is asked and the audience is supposed to answer in such a way as to affirm the product’s superiority. For example, an advertisement of ‘Surf Excel’ ends with the sentence:

/sarf eksel achena?/

Surf Excel isn’t there

‘Isn’t there Surf Excel?’

In this situation, the audience is supposed to agree that Surf Excel is the product, which can solve this problem.

2.7.G. The Scientific Claim

Here, some sort of scientific formula, proof or experiment tries to claim the superiority of the product. For example, in the ad of ‘Meril Freshjel Toothpaste’, the copywriter claims:

/Tripol EkSon fOrmulay meril freSjel tuthpest/
triple action formula Meril Freshjel toothpaste

‘Meril Freshjel toothpaste – in triple action formula’

This type of claim also does not prove anything and though the copywriter makes a hidden persuasion through the scientific claim, the superiority of the product is still not clarified.

Through the ‘claims’ mentioned above as given by Jeffrey Schrank, it shows how through careful choice of words, the advertising copywriters hang in the balance between truth and falsehood, but still succeeds in making implicit persuasions and urging the consumers to buy the product. These claims work below the conscious awareness of the consumers and they, after pondering and being convinced, sometimes decide to buy it

2.8. Conclusion

This ends the chapter on hidden persuaders in the language of advertisement of Bangladesh. The chapter tried to make a descriptive study on the different aspects of hidden persuasion in Bangladeshi advertisements. It observed that the use of hidden persuasion is comparatively less in Bangladesh comparing to the neighboring India. The
reason for more explicitness in the language of advertising owes to the fact that proper infrastructure is absent in Bangladeshi advertising industry. There is no facility for formal training of advertising copywriters, nor is there any market research on the effectiveness of the advertising messages. If that would be done the number of implicit advertisements would definitely be much higher. It is a pleasant observation that in spite of all the limitations of this industry, the copywriters have come up with some really attractive campaigns with hidden persuasion.
Chapter Three

Linguistic Manipulations in the Language of Advertisements in Bangladesh
CHAPTER 3

LINGUISTIC MANIPULATIONS IN THE LANGUAGE OF ADVERTISEMENTS IN BANGLADESH

3.1. Introduction

Linguistic manipulation in advertising refers to manipulation of linguistic forms and structure to penetrate deeply into the minds of the consumer with a view to persuading them to buy the product. Very often the Phonological, morphological and even syntactic rules of the language are intentionally and systematically broken in order to achieve the maximum suasive effect. What is inherent here is that manipulation of the structure and form of the language along with rhetorical use of language and added by music in audio and visual material in television and print advertising will ultimately affect the purchasing behavior of the target audience and the probability of the product being sold will increase sharply. In this chapter, the linguistic manipulation in the language of advertising in Bangladesh is looked upon along with its communicative relevance. It analyzes some unique linguistic features of Bangladeshi
advertisements. It covers all levels of linguistics-Phonology, Morphology, syntax and Semantic and investigates how these elements are used in the language of advertisements in Bangladesh. All major types of media advertisements have been studied to make the work complete and exhaustive.

Before discussing the manipulation at different levels of Linguistics, the characteristics of advertisements in all the three media should be taken up. The discussion begins with audio advertisements:

3.1.A. Audio Advertisements

Audio advertisements basically refer to radio advertisements, though in recent times, some audio cassettes and CDs also consist of advertisements, basically to inform people of some other cassettes or CDs that are to appear in near future. The concentration of the present study, however, is on radio advertisements only.

Even today, radio is the most influential electronic medium particularly in third world countries, for its coverage of a huge number of audiences from a sophisticated urban listener to an illiterate poor farmer in a remote village in Bangladesh. This electronic medium produces
informative and entertaining programs for a very large geographical area covering majority of the population. The only thing that happened after the invention of television is that radio has become marginalized in metropolitan cities and urban areas. But as it is able to cross the boundary of poverty and illiteracy, its dominance as the most powerful media remains above controversy.

There is a big difference between radio and television advertising though they both share the most influential element – language. While television advertisements are hugely complemented by visuals, its radio counterpart has no other alternative but to take help of language and sound effects to compensate the deficiency. A radio advertisement, containing the right mix of words, sound and music can stimulate the listener to create his/her own mental picture. According to S.Datta (1994), the Listener's recreation of the image, "leads to a stronger level of involvement between the medium and the audience" "Hence", Datta continues, "its apparent weakness of lack of visual support is its basic strength too."

3.1.B. Visual Advertisements

Visual advertisements, on the other hand, basically refer to
television advertisements. In recent times cable operators have also started to telecast commercials. Advertisements are also found in videocassettes and VCDs. Whatever the medium is, the visual advertisements are of similar types and the same commercial can be shown in all these media. The present study, however, confines itself only to television advertising while discussing visual advertising.

The following points discuss the difference between radio and television as electronic media. These differences have been highlighted by Dr. S. Datta (1994):

1. Radio is affordable by almost everybody. But television is not affordable by poorer section of the people.

2. Radio has very strong impact on remotely located, rural and suburban audience. TV, on the other hand, is limited among remote and rural audience due to lack of infrastructure.

3. In Bangladesh, radio is very less used in urban areas whereas it is extremely popular in villages.

4. In radio there is no scope for product demonstration. But in TV, dramatization, utilization of computer-generated visuals, movement, color, music etc. all are possible.
5. Radio is good for convenience goods, low unit cost products and public service advertisements. TV is good for all types of consumer goods, public service and corporate advertisements and good reminder for financial and industrial advertisements.

6. Radio is good for small investors, but TV is not suitable for small entrepreneurs.

7. The production and media cost of radio is comparatively much lower then that of TV.

As far as the difference in language of advertising between these two media is concerned, the difference is found mostly at the sociolinguistic level. Radio advertisements are heard mostly in rural areas. That is why advertisements with rural setting and rural dialects are large in number in this medium. On the other hand, due to urban dominance, the language of majority TV commercials is in the standard variety. Urban based products like cosmetics, toiletries, food items, paints, furniture, jewellery, contraceptives, housing, apartments, electronics etc. clearly outnumber rural based products like toothpowders, roof tins, bidis, lungis, coconut oils, seeds, hurricanes snow etc. In fact, many of the products in the latter category are not advertised in TV at all. This difference at product level leads to difference in language too as the use of English in the
linguistic categories of hybridization collocation, code-mixing and code-switching is significantly larger in television commercials than in its radio counterpart. Even the same product sometimes has separate linguistic variety for the two media. For example, the advertisement of /Sorif mElamain/ 'Sharif Melamine' is in standard Bangla in television and in a rural dialect in radio.

Difference between radio and television advertisements at linguistic level is also found due to the difference in media characteristics. Due to visual effect, the language part in a TV advertisement tends to be short in length. One or two TV commercials do not have language at all; on the other hand radio advertisements need to make up the deficiency of visuals by lengthening the message. The advertisement of 'Fair & Lovely' can be taken for instance. The advertisement is:

/bier pOr Samira bodle jay/

marriage after husbands change

'Husbands change after marriage'

eito Sedin bikele or notun kOnTract paoa upolokkhe

just that afternoon his new contract get occasion
Just that afternoon, we arranged a party at our house on the occasion of his getting a new contract.

'I dressed myself with great care'

'But he noticed nothing'

'husbands are like this'

In the party, everyone praised my new bright beauty.
pOncomukh/
all the way

'Everyone was praising the new bright beauty of mine all the way'

unmindfully walking suddenly him with

dhakka lege hater fulgulo poRe gElo/
collision hand's flowers fell down

'I was walking unmindfully; suddenly I collided with him and the flowers in my hands fell down'

/ebar jEno o lOkkho korlo - Obak hoe abiSkar korlo
this time he noticed a with astonishment discovered
Ek. notun amake/

119
a new me

'This time he noticed me – with astonishment, he could discover a new me'

/tar mugdho driSTite premer choMa Sei prothom diner motoi/

his impressed look touch of love that first day like

'The love in that impressed look of his was just like that of the first day'

/Samira to emoni hoy! /

husbands this like

'Husbands are like this!'

In TV, the sentence:

/partite SOkolei amar nOtun ujjOl ruper proSoNsay

in the party everyone my new bright beauty praise

pOncomukh/

all the way
‘Everyone was praising the new bright beauty of mine all the way’ - 
is substituted by visuals where everyone is found looking at her with 
praise. The same situation happened at the end. The sentences:

anmone heTe aSchilam hOThat or Sathe

unmindfully walking suddenly him with

dhakka lege hater fulgulo poRe gElo/
collision hand's flowers fell down

‘I was walking unmindfully; suddenly I collided with him and
the flowers in my hands fell down’

/ebar jEno o lOkkho korlo - Obak hoe abiSkar korlo

this time he noticed a with astonishment discovered

Ek notun amake/
a new me

‘This time he noticed me – with astonishment, he could
discover a new me’
his impressed look touch of love that first day like

'The love in that impressed look of his was just like that of the first day'

are all substituted by visuals where the whole situation is shown. Only the last sentence /Samira to emoni hOy/ is uttered in TV after the husband and wife collide. Thus, the message is lengthened in radio to make up the deficiency of the absence of visuals. This, in fact, makes the key distinction between the two electronic media.

3.1.C. Print Advertisements

Print media is the oldest amongst the media used for advertisements. The two major types of print media that inform and influence the readers in different ways are newspapers and magazines.

The language of advertisements in print media varies according to advertisement types. Russell and Lane (1996) categorized print media advertisements into display and classified advertisements.
3.1.C.i. Display Advertisements

A display advertisement is generally placed through an agent who creates an eye-catching message with communicative prose. Display advertisements vary in language and size and may or may not accompany by graphics. This type of advertisements may appear in any part of the publication. The language of display advertisements also varies sharply from one another. There is more scope of creativity in this type of advertising. For example, in the advertisement of ‘crescent lighting’, a premier company of light fittings in Bangladesh, the copywriter writers:

/e ghOr o ghOr/

this room that room

‘this room, that room’

/apon jon/

close one

‘close ones’

/fOl folari appayon

Fruits & Snack eating
'Enjoying Fruits and Snacks'

This advertisement shows the relationship between a homely environment and the product which, the advertisement implies by using 'and.....' is also a part of that homely environment.

3.1.C.ii. Classified Advertisements

Classified advertisement is characterized by brevity and the language is relatively unattractive than display advertisements. These advertisements are unique to print media only and are put together in a specifically designated part of the publication. These advertisements are mostly textual and are generally written by the advertiser himself/herself, not through agents.

The language of classified advertisements is relatively less ornamental and innovative. The key feature is its brevity. As the advertising messages are compiled by common people and not by professionals, the element of fancy prose is less observed. The present
section will deal with some common categories of classified advertisements in Bangladesh.

Print media is quite different in nature against electronic media like radio and television. Following points highlight some major distinction between electronic media print media as given by Dr. S. Datta (1994):

(1) Electronic media are highly entertaining while the print media is mostly informative with minor entertainment role.

(2) Electronic media coverage is nationwide, i.e., they are reachable to the remotest areas. Print media is basically region based and they cannot reach the remote areas.

(3) Both literates and illiterates can use electronic media. But print media is exclusively for literates only.

(4) Electronic media is good for all types of consumer goods, public service and corporate advertisements, whereas print media is good for consumer durables, corporate, financial, industrial and statutory advertisements. Moreover, print media is the only medium for classified advertisements.

The language of print media advertisements is significantly different than that of electronic media. Firstly and most importantly, classified advertisements are not found in radio or television at all and thus
are unique in nature. Even in display advertisements, there are differences. This difference is due to the media characteristics and therefore, customization is done in the language of print media advertising to suit the characteristics of print media.

In this chapter linguistic manipulation in the language of advertisements in Bangladesh is discussed in detail by taking up all the levels of Linguistics. The chapter has five sections. Four sections deal with phonological, lexical, syntactic and semantic levels of Linguistics. A separate section for analyzing Classified Advertisements of print media has been taken up at the end. Classified advertisements have been discussed separately because they are unique to print media only and the linguistic manipulation there is quite different than all other advertising types. The first four sections have subsections where further categorizations are made on the basis of different linguistic issues. Examples are given from all the major media to show the exploitation of language done by the advertising copywriters. While analyzing the collected data, discussions of advertisements in radio, television and print media have been made together where the same type of message is given in all the media and taken separately when the messages vary because of media characteristics.
The first section discusses linguistic manipulation of Bangladeshi advertisements at phonological level:

3.2. Linguistic Manipulations and Bangladeshi Advertisements

Linguistic manipulation by Bangladeshi advertising copywriters is noticed in all the three media being discussed in the present study. The copywriters have the tendency to use unconventionalized linguistic items in their efforts to attract the target consumers. Being well aware how important language is in the persuasive communicative system, the advertisers exploit it to the full extent. In linguistic manipulations, the sounds, words, phrases and sentences are used in such a way that the conventional use of the language gets distorted. This is done because a consumer will get easily attracted to this type of change in the language, and thus, possibility of remembering the product’s name and attributes and ultimately buying the product will increase sharply. For example, when a copywriter uses the term /rOnai/ ‘to color’ instead of the conventional expression /ron kori/, the consumers are automatically attracted towards this coined word and for this the possibility of purchase increases. Similarly, by distorting the word order by saying /kori nibedon/ ‘presenting’ instead of /nibedon kori/ a deliberate attempt is observed for customer
attraction. This tendency of manipulating is found abundantly Bangladeshi advertising. In the following sections, the phonological, lexical, syntactic and semantic manipulations will be discussed in details.

3.3. Linguistic Manipulation at Phonological Level:

Linguistic manipulation at phonological level is not a common phenomenon in Bangladeshi advertisement. One or two instances of onomatopoeic words are found. 'Onomatopoeia' means the use of words to imitate the sound it represents. For example, in Bangla the words referring to sounds of different animals like /gheu gheu/ of dogs, /miu miiu/ of cats, /kicir micir/ of birds etc. are onomatopoeic words.

In Bangladeshi advertisements, an example of onomatopoeia is found in the commercial of 'kwality ice cream'. The copywriter begins the advertisement like this:

/mOjadar him him, him him mojadar him him qualiti aiskrim/

'tasty him him him him tasty him him kwality ice cream'

'Tasty him him, him him tasty, him him kwality ice cream'
/him him/ is a coined onomatopoeic word which derived from the Bangla word /himSitol/ 'ice-cold'. The word has been coined here to build an association between it and the coldness of the product, i.e., ice cream.

Another reduplicated onomatopoeia is found in the advertisement of Pepsodent toothpaste. At the beginning, a school going boy of around ten years offers ice cream to another boy of the same age:

-/aiskrim khabe?

Ice cream want to have

'Do you want to have ice cream?'

The boy answers:

-/na baba aj mammir Sathe DhiSum DhiSum holo/

no man today mummy with Dhishum Dhishum happened/

'No man' toady I had Dhishum Dhishum (Fighting) with mummy'

Here, this /DhiSum DhiSum/ refers to fighting and later on in the commercial, it is clarified that those who brush their teeth with Pepsodent do not need to do /DhiSum DhiSum/ with their mother as
Pepsodent itself fights with germs and the mothers do not need to forbid their children from having chocolates and ice-creams.

As mentioned already, linguistic manipulation is not a very common phenomenon in Bangladeshi advertisements. It is obviously absent in print advertising and even in radio and television phonological manipulation is rarely observed.

3.4. Linguistic Manipulation at Lexical Level

In this section, words and phrases used by the copywriters that work as linguistic stimuli to the consumers are analyzed. The following sub-points are studied under this category:

3.4.A. Neologism

Neologism or coinage is the process of deliberately framing a new word out of existing morphological elements by derivation, composition or root-creation. Coining new words by manipulating the language is a quite frequent phenomenon among advertising copywriters in Bangladesh where a number of examples are found.
The following commercial of 'Henolux Spot Cream' shows an element of neologism:

/hEM pe gechi amar priyo manuSTir jonno

yes I have found my beloved person for

/Ek aScorjo rON fOrSakari krim – henolaks krim/

an amazing complexion brightening cream – Henolux cream

'Yes, I have found for my beloved an amazing complex brightening cream.'

Here, the word /fOrsakari/'brightening' is a coined expression. The word /forsa/'fair' has been joined by the suffix /-kari/ to make a complex word/FOrSaKari/, like that of /rOkkhakari/ 'savior' or/utpadonkari/'manufacturer'. Though the last two words are part of the Bangla vocabulary, the expression /FOrSakari/ is a new creation where/-kari/ has been used as a suffix on the analogy of the formation of /rOkkhakari/ and /utpadonkari/.

In the advertisement of /nima Sobuj/Washing Powder', the following expression is used:
Excellent whiteness plenty bubble

'It brings excellent whiteness and plenty of bubble.

Here, in order to attract the potential customers, the copywriter coins a reduplicated adjective /gada gada/ 'bubble'.

Neologism at lexical level can be found in the forms of inflection, compounding and collocation. They are discussed below with examples:

3.4.A. i. Inflection

In English we have a number of examples where nouns are inflected to produce verbs. This phenomenon is extremely rare in Bangla. But in some advertisements in Bangladesh, coined inflections by transforming nouns into verbs are found. One such example can be given from the advertisement of 'Parrot Paint'. The copywriter writes:

----/ami je bhai peinTar/

I am a painter
'I am a painter'

/PErOt die Sajai ami rikSa, bebi, bas, Trak/

by Parrot decorate I rickshaw auto bus truck

'I decorate rickshaws, auto rickshaws, buses and trucks by Parrot.'

/PErOt die rONai ami loha, Tin ar kaTh/

Parrot by colour I steel tin and wood

'I color steel, tin and wood by Parrot.'

/PErOT amar priyo rON, Tike Onekdin/

Parrot my favorite color stays for long

'Parrot is my favorite color which stays for a long time'

Here, in order to rhyme with -/Sajai/ 'decorate', /rONai/ 'color' has been used, /rON/ 'color' (N) is added by the suffix /-ai/ to produce the inflected form /rONai/(V).

Instead of using the conventional expression /rON kori/, the copywriters makes this deliberate improvisation.
3.4.A.ii. Compounding

Compounding is a grammatical process through which two words from different origins join together to produce a new word. It is a very common word-formation process in Bangla. For example, /bhalo/ 'good' and /baSa/ 'house' are two words not related to each other in any way. These two words are joined together to make a compound word /bhalobaSa/ 'love'. But when we look at the language of advertising, we observe some unconventional compounding which deviate from the regular compounding norms of Bangla. For example, in 'Meril Fair Tone Cream', the copywriter writes:

/ʃEno caMd theke eneche Se caMdmakha rup ---/

as if moon from brought she moon-rubbed beauty

'As if she has brought her moonlike beauty from the moon.'

Here, the compounding of two root words, the noun /caMd/ 'moon' and the verb /makha/ 'to rub' into the adjective /caMdmakha/ 'moonlike' is a coined expression as it is not existent in Bangla dictionary.
3.4.A.iii. Collocation

Collocation is the way in which particular words tend to occur or belong together, i.e., in collocation individual words combine together to produce an acceptable phrase. For example, 'allow' and 'permit' are too synonymous words. But they cannot be used indiscriminately. In the sentence, "Meals will be served outside on the terrace, weather permitting", if 'permitting' is substituted by 'allowing', the sentence will not be meaningful, because 'weather' collocates with 'permitting', not with 'allowing'.

In Bangladeshi advertisements, some unconventional collocation is found. For example, in a radio advertisement, the copywriter says:

/Eto kaje janTa jhalapala/

So much work life devastated

'The life is devastated with so much work.'

The onomatopoeic word /jhalapala/ 'devastated' generally collocates with /kan/ 'ear'. But the copywriter here coins the phrase /janTa jhalapala/ 'Life is devastated' to attract his/her customers. Similarly, in the advertisement of 'Henolux Hair Tonic' the advertisement ends with the
following sentence:

/"henolaks hear TOnik - mosrin bhalobaSa/ Henolux Hair Tonic
- the soft love'/

'Henolux hair Tonic - the soft love'

The adjective/mosrin/'soft' collocates only with concrete nouns. But the copywriter improvises by using it to modify an abstract noun/ bhalobaSa/ 'love'.

Innovative collocation is also found in television advertisements in Bangladesh. For example in the advertisement of 'Clear Shampoo', the message says:

/"ami Sadhin khuski theke apnio ki?'/

I am free dandruff from you too

'I am free from dandruff, are you too?

Here, an unconventional collocation is made between /Sadhin/ 'free' and /khuSki/ 'dandruff'. The actual meaning of /Sadhin/ is 'independence' which does not collocate with /khuSki/. The proper equivalent of 'free' should have been /mukto/. But a deliberate attempt to unconventionalize the expression has been made here to attract the
potential buyers.

Another example of improvised collocation is found in the commercial of 'Pran Mango Juice'. The message is:

/baNladeSer ghOre ghOre taja Sader ban/

Bangladesh's every house fresh taste's flood

'There is flood of Fresh taste in every house in Bangladeshi.

In this example, an impossible combination of /Sad/ 'taste' and /ban/ 'flood' had been made possible. In another line of the same advertisement, the copywriter writes:

/tai bare bare khuSir tane upce OThe pran/

so time & again happy musical over flow does life

'So, time and again life is filled with unbounded happiness'.

/tan/ is a word related to music or dance. It never collocates with /khuSi/ 'happiness'. This collocation could be possible only because it is an advertisement.

A partial message in the advertisement of 'White Plus Toothpaste' is:
new white Plus has brought ---- strong teeth   healthy root  white smile

'new white plus has brought ---strong teeth, healthy root, white smile'.

We normally do not associate terms like 'black' or 'white' with 'smile. But here, to create an association between whiteness of the teeth and smile that shows white teeth this innovative collocation is made.

Like in electronic media, advertisements in print media also have a lot of innovative collocations. In the advertisement of a sophisticated office complex called 'Mehrab Plaza', the copywriter writes:

/aji   abhijatter pOroSmakha   OfispaRar   ei

today aristocracy touch commercial area's this

sre SThotOmo sthane apnar binioger paSapaSi

the best place your investment along with

nijer Ofiser ThikanaTi NiScito korun/

own office's address confirm
'Please confirm today to invest and also to build your own office at the best place of the commercial area armed with aristocracy'.

Here, the underlined expression /abhijater pOroSmakha/ armed with aristocracy' is an unconventional collocation where two unrelated words/abhijatto/ 'aristocracy' and /pOroS/ 'touch' have been used together.

In the advertisement of the motion picture /Óndho ain/ ‘blind law', the two heroes of the film have been termed:

/dui paromanobik SoktidhOr nayok/

two nuclear powerful heroes

'The two heroes with nuclear power'

This is no doubt, an extreme case of unconventional collocation where /paromanobik SoktidhOr/ 'with nuclear power' collocates with /nayok/ 'heroes'.

In another advertisement of a film /borSa badol/ 'rainy season', the copywriter writes:
'No force in the world can destroy our love - Poppy – Shakil'

'This is called bullet-proof love'

The word /prem/ 'love' never collocates with /buleT pruf/ 'bullet-proof', but this impossible has been made possible to attract the readers.

While advertising for 'Horlicks', the slogan used is:

'Horlicks - the noble nourisher of the family'.

This collocation of /mOhan/ 'noble' with /puSTidata/ 'nourisher' is also an improvisation of the copywriter.
3.4.B. Hybridization

A hybrid word is a compound word, which is made up of components that originate from different languages. For example, the word /lejar boi/ 'ledger book' is a hybrid compound where the Bangla /boi/ 'book' is modified by the English noun adjective 'ledger'. The analysis of hybridization in Bangla advertisements can be classified into three major categories. In all the situations the hybrid compounds have the combination of English and Bangla.

3.4.B.i. English Modifier + Bangla Head

In some commercials the hybridization is made up of an English 'modifier' and a Bangla 'head'. An example can be cited from the advertisement of 'Craze Beauty Soap'.

---/ dEkhona, krej biuTi Sabane kEmon Sabaner purono see craze beauty soap how soap's old
dharonaTai palTe dieche/

concept has changed
See, how Craze Beauty Soap has changed the old concept of a soap.

Here, English 'beauty' has been used as the modifier of Bangla head/Saban/ 'soap'. This type of compounding is unique only in advertising.

3.4.B.ii Bangla Modifier +English Head

We also find examples of Bangla modifier modifying English head. The last sentence of 'Nordette - 28' is:

/Solpomatrar pil nOrDeT-28 biSSojuRe Sikrito/

low-dose pill Nordette - 28 worldwide accepted.

'The low-dose pill Nordette- 28 is accepted worldwide.'

In this example, instead of using the conventional Bangla word/boRi/, its English counterpart 'pill' has been used as head while the modifier is Bangla adjective /SOIpomatrar/ 'low-dose'.

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3.4.B.iii. English Head + Bangla Suffix

In this category, we find an English root undergoing a Bangla morphological process. The example to illustrate this point has been taken from the advertisement of 'keya super beauty soap'. At one stage of the advertisement the copy writer writers:

---/mEleSia theke amdanikrito vejiTebol  fETe  toiri/

Malaysia from imported vegetable fat manufactured

tai SObar kache SOmadore grohojoggo/

thus all to gracefully acceptable

'It is manufactured from imported vegetable fat from Malaysia. The is why it is gracefully acceptable to all.'

Here, in the phrase/vejiTetol fETe toiri/ 'made from vegetable fat shows the English word 'fat' having a Bangla suffix /-e/. A similar hybrid compound is found in /haS marka narikel tel/ 'Duck-marked Coconut Oil'

/amader  fEmilite  bONSo  dhore dhore  culer  jOtne/

in our family generation to generation hair's care
The Duck-marked coconut oil has become a favorite name in our family for hair care from generation to generation like a close number of the family.

Here, the Bangla suffix /-he/ has been added to the English root word ‘family’ - another example of linguistic manipulation in the form of hybrid compounds.

3.4.C. Nativization

Nativization is a process in which necessary modification is made to the roots of a second language to suit it to the phonological or morphological structure of the native language. While morphological nativization is primarily borrowing a foreign word and giving it a native structure (e.g. /Tebil+e = Tebile/ ‘on the table’), Phonological nativization takes place because of mother tongue influence, or in other words, speakers' inability to pronounce it properly (e.g., substitution of /O/ of English into /th/ in Bangla as in /tuth/ because of the absence of /O/ in Bangla phonemics). This phenomenon, though rare, is found in
advertisements also. For example:

- /eije bhai, fuji nel paliS ache? /

excuse me, Fuji Nail Polish have

'Excuse me, do you have Fuji Nail Polish?

-/ache ei IOn. kon kalarTa loiben deikha IOn/

I have here you are which color take choose take

'I have, here you are. choose the color you would like to take'

-/bah! SObkOTi kalari to Sundor. SOb kalari nie jai/

wow! all colors beautiful all colors I will take

'Wow! all the colors are beautiful. I will take all of them'

In this advertisement of 'Fuji Nail Polish', the underlined words /kalarTa/ and /Kalari/, both referring to the colors of the nail polish have been nativized by using the suffixes/-Ta/and /-i/
3.4.D Code Mixing

Code mixing refers to transfer of linguistic elements from one language to another. In other words, code mixing is a process where a word or a phrase of a second language is used in the syntax of a language. Wardhaugh (1992) defines code mixing as "The deliberate mixing of two languages without an associated topic change." Wardhaugh opines that code mixing is not a haphazard combination of two languages, rather, "it requires conversants to have a sophisticated knowledge of both languages." For example, the use of English words 'help' and 'please' are very common in Bangla Syntax in sentences like /amake help korona pliz/ me help to do please

'Please help me'

The copywriters in Bangladesh use code - mixing at a regular basis, particularly in advertisements with urban setting. Code mixing in radio and television are taken here separately:

**Radio:** A line in the advertisement of /haSmara narikel tel/' Duck-marked coconut oil' says:
okay okay daily same words say more poems don't have to do

'--- okay okay, you don't have to utter poems with the same words everyday.'

The use of the word 'daily' here shows code mixing. It is a deliberate attempt of the copywriter to attract the target audience.

Talking about 'keya super beauty soap', the copywriter says:

'Vejitebol fETe toiri --'

hundred percent vegetable fat made

'Made from hundred percent vegetable fat----'

The words 'percent', 'vegetable' and 'fat' all have Bangla equivalents, which are frequently used by the Bangla speakers. But these code-mixing have been done here deliberately.

Code-mixing is also observed in the naming of some products. Following is a list of some product names where code mixing is evident:
- Sharif Malamine Gift Box
- Standard Lungi
- Key Lip Gel
- Tasmeri Beauty Cream
- /POca/ washing powder
- Meril Baby Lotion
- Huq Imperial Battery
- Tibbet Cold Cream
- Pakeeza Garden Print Sari
- Justice Super Deluxe Lungi
- /obhijatri/ shoes
- Millat Skin Care Cream
- Tibbet Blue Bar /Saban/
**Television:** As already mentioned, code mixing is more prominent in TV commercial than in radio. This is because the TV audience has a large percentage of educated viewers who generally have code-mixed verbal repertoire. Almost all the products for which code mixed advertisement messages are used are meant for the people of relatively high income.

The first example to be given here is the advertisement of 'Robbialac Paint' where the commercial begins like this:

/Viuars rONer bhubone sagotom/

viewers paints world welcome

'Viewers, welcome to the world of paint.

The copywriter here begins the advertisement with code mixing to create a special effect on the minds of the consumers. Later in the same advertisement, another code mixing takes place:

/--Oorthat aro glOs aro stahaitto/

it means more gloss more longevity

'it means more gloss and more longevity'
Here again, the English word 'gloss' has been deliberately incorporated instead of the Bangla equivalent /ujjOlota/. The Bangla word /ujjOlota/ 'gloss' is a frequently used word, but for improvisation the copywriter creates this code-mixed expression in this commercial.

At the beginning of an advertisement of a mango drink, some young boys & girls representing upper class sit together and express one after another:

/laifTa/  Ekdom  Dal  khub boriN  kicchu bhalo lagena

the life  totally  dull  very boring  nothing enjoyable

'The life is totally dull, very boring, nothing is enjoyable.'

All the English words used here have Bangla equivalents of high frequency. But the copywriter intentionally code-mixes the expressions to properly represent the linguistic habit of the upper class. Another noticeable thing here is that in the word /laifTa/, nativization has also been done along with code mixing. Here, the English root word 'life' is inflected by the Bangla suffix /-Ta/.

Code mixing in also observed in the advertisement of 'Partex Graded Board', which begins like this:
'Oh problem solved! The new developed eco friendly Partex Graded Board has arrived'

Later, in the same advertisement, the copywriter writes.

'Smooth Finish's Partex use as you like wherever you like'

'Use Partex with smooth finish, as you like, wherever you like’

Here again, the English root word 'finish' takes a Bangla suffix 
/-er/ to show another example of nativization.

The slogan of the oldest and the most sophisticated mobile telephone service in Bangladesh ‘Citycell’ is also worth mentioning here. It says:

'Life becomes simply great'
Interestingly, code mixing in Bangladeshi advertising has not been confined to English only. Thanks to the increasing popularity of satellite channels where Hindi channels like Star Plus, Sony and Zee TV are extremely popular in almost every urban house in Bangladesh, some Hindi expressions are also getting currency. When Amitabh Bachan's 'Kaun Banega Crorepati' was being telecast in Star Plus, a survey in Dhaka city showed that it was the second most popular TV program only after /ittadi/ - a magazine program which is holding the position of the number one TV program in Bangladesh for the last 15 years.

The influence of Hindi has pierced into the language of Bangladeshi advertisement also. We find code mixing between Hindi and Bangla in the advertisement of 'Colgate Toothpaste' The copywriter writes:

/---kolget kaj kOre aro beSikkhon proti khOn proti pOl/  
colgate works more duration every moment every moment

/---Colgate works for a longer duration, every moment, every moment.'

The words /khOn/ in Bangla and /p 1/ in Hindi have the same meaning 'moment'. But in this advertisement, to emphasize the duration of the toothpaste, the Hindi word has also been used in a code-mixed
expression /protipOl/. Noticeable thing here is the nativization of Hindi /p 1/ into Bangla /pOl/ as schewa / / does not exist in Bangla.

An advertisement of 'Wheel' detergent ends with the following sentence:

/dhObdhObe kapoR COnmone bahar/

extremely clean clothes heart filled with spring

'Extremely clean clothes, heart filled with spring'

/cOnnmone bahar/ in an expression taken from Hindi/Urdu which actually reflects the mental condition of the user whose clothes are so clean due to 'wheel'. This code-mixed expression is a deliberate attempt of the copywriter to impress the consumer.

Print: As code mixing is an increasingly popular phenomenon among Bangladeshi advertising copywriters, it is observed significantly in print advertising also. For example a private airlines in Bangladesh called 'GMG' positions itself with the slogan:

/bhromone fast klas/

traveling first class
‘First class in traveling’

Here, instead of using /prothom sreni/ ‘first class’, the English phrase has been preferred to be used along with /bhromone/ so that through a code-mixed slogan, a touch of sophistication is attached.

An advertisement of a coconut oil with easy opener ends like this:

/izi openar, jhokkijhamelahin i - zi.../

easy opener without trouble easy

‘An easy opener without any trouble, easy...’

Here, an association is also established between the expression 'easy opener' and the comment 'easy'.

For 'Medi Wash' detergent, the copywriter comments:

/meDi waS mane Ek waSe dui kaj

Medi wash means one wash two results

jibanu dhONSo o mOyla poriSkar
germs destroy and dirt clean
'Medi wash means two results in one wash, killing the germs and cleaning the dirt'

In this example, the English word 'wash' used for code-mixing undergoes nativization also with the addition of the suffix l-e/

A code-mixed sentence can be exemplified here from the advertisement of 'National' electric goods. It says:

/khabar freS rakhe Sadharon Somoyer ce
food fresh keeps normal time than
Onek beSi Somoy dhore/
much more period for

'It keeps the food fresh for much longer period than normal?'

Instead of using the Bangla word /taja/ 'fresh', its English counterpart is deliberately used here.

The attitude behind code mixing or code switching in a bilingual or multilingual community is much different than that in a monolingual society. Though English is the second language in Bangladesh but the number of bilingual speakers is too low to refer the
situation of the whole country as 'bilingual'.

So, a very few people in Bangladesh have the ability to mix code, because code mixing can be done only by bilinguals. Wardhaugh (1992) justifies this point by saying that code mixing 'requires conversants to have sophisticated knowledge of both languages". This ability to mix codes, according to warhaugh is often, "a source of pride". In Bangladeshi context, use of code mixing and code switching primarily comes from this source of pride and the attitude of showing one's sophistication and high social class. The examples given above attest this concept and that is why these advertisements are exclusive to television only.

3.4.E. Repetition

Repetition of words or phrase is done to emphasize something very important. In advertisements of Bangladesh, this emphasis is shown mostly through songs. For example, an advertisement of 'Pepsodent Toothpaste' begins like this:

/are Sunen Sunen Sunen Sunen Sunen diya mon ---/
please listen listen listen listen listen carefully
'Please listen carefully'

In this song, typically called advertising 'jingle', the audience is asked to listen carefully. By repeating the word/Sunen/ 'listen', the copywriter is actually trying to draw the attention of the audience so that what is to be said later is heard carefully.

In another such 'jingle' for 'Olympic Battery', the following message is written:

/Torche ujjOl alo debe Olimpik/

in torch bright light gives Olympic

'Olympic will provide bright light to the torch'

/Ondhokare pOth dEkhabe Olimpik/

Darkness path shows Olympic

'Olympic will show path in the darkness'

/Olimpik Olimpik Olimpik bETari/

Olympic Olympic Olimpic battery

'Olympic Battery'
The name of the product 'Olympic' is repeated 11 times in this advertisement so that the name remains in the memory of the audience for a long time.

An advertisement for oral rehydrative saline produced by
'Social Marketing Company (SMC)' ends with the following line:

/baba haSe ma haSe haSe mOyna/

father smiles mother smiles smiles myna

'father, mother and myna everyone smiles.

/meke dekhe porider haSi dhOrena/

the girl seeing fairies' smile knows no bound

'The fairies' smile knows no bound after seeing the girl'.

This advertisement implies that after using SMC's saline, the little girl has become so playful that everyone including the bird myna and the fairies are happy. Here, the word (haSi) 'smile' (written /haSe/ for third person) has been repeated four times to build an association between smile, happiness and SMC's orsaline.

A different type of repetition is observed at the end of a print advertisement for 'Lux Special Pack's. It says'

/joldi kinun ....... taRataRi/

quickly buy hurry

'Quickly buy it, hurry!'
Here, repetition by using synonymous expressions like /joldi/ ‘quickly’ and ‘taRataRi/ ‘hurry’ have been done purposefully by the copywriters.

3.4.F. Metaphorical

Metaphor is an implied comparison achieved through a figurative use of words; the word is used not in its literal sense, but in one analogous to it. It is a type of comparison different from simile. While simile is an explicit comparison between two things using 'like' or 'as', metaphor is a condensed simile, for it omits 'like' or 'as'. It sets two unlike things side by side and makes us see the likeness between them. When Robert Burns wrote, "My love is like a red, red rose" he used a simile, but when Robert Herrick wrote, "You are a tulip" he used a metaphor.

The use of metaphors is quite a frequent phenomenon in the language of Bangladeshi advertisements. For example, for 'Meril Fair Tone Cream', the copywriter writes.

/jEno caMd theke eneche Se caMdmakha rup/
as if moon from brought she moon-rubbed beauty

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'As if she has brought lunar beauty from the moon'

Here, the word /caMdmakha/ 'rubbed by the moon' is metaphorical to imply that this cream has brought lunar beauty in the face of the user.

While promoting a seed called 'shufola seed', the copywriter used a line:

/ei bij jomite bunlei Sona fOle Sona/

this seed soil planted gold results gold

'If this seed is planted in the soil, it will result in gold',

Here, /Sona/ 'gold' has been used as a metaphor to signify the quality of the product.

In a television commercials in Bangladesh. For example:

- /SaTTa baje/

Seven o'clock

- /jani taito caMd jhOlmOl korche/

I know that's why moon glittering
'I know, that is why the moon is glittering.'

The advertisement of 'Pond's Cream' ends with this dialogue, where the beauty of the girl is described metaphorically as /caMd jhOlmOl korche/.

A line in the advertisement of 'keya coconut oil' says:

"/cular oi megh kajole/"

Hair's that cloud black

'In the dark cloud of the hair'

Here, the phrase /megh kajole/ 'in the dark cloud' is used as a metaphor to compare the blackness of the hair of the girl after using 'keya Coconut Oil' to that of dark cloud. Event the phrase /megh kajole/ is metaphorically described because the blackness of the cloud is compared with the blackness of 'kajol' given in the eyes to emphasize its deep blackness.

For 'Wheel' detergent, after showing how a person passes the audition to become a singer wearing a shirt washed through 'Wheel', the following dialogue takes place between the wife who used 'wheel' and the husband who became a singer:
Wife: /tumito  Ekhon  sTar/
you      now       star

You are now a star'.

Husband: /  ar  tumi  amar  caMd/
and      you      my       moon

'And you are my moon'

By using the metaphors 'star' and /caMd/ an association is also established, i.e., the relationship between 'star' and 'moon' and the relationship between husband and wife.

3.4.G Personification

Personification is another figure of speech where a non-living object is given a living attribute. For example in "The Ocean is sleeping", 'Ocean' is personified by giving it a human attribute 'sleeping'. In a Bangladeshi radio advertisement of 'keya coconut oil', the advertisement ends with the following line:
'keya is the love of my hair'

Here, the inanimate object 'hair' has been given a living attribute/ bhalobasa/ 'love' which, in normal circumstances, cannot be done.

Similarly, the copywriter, while advertising for 'keya Lip Gel' writes:

'Your Lips want Keya Lip Gel this winter'.

Another very frequent and significant aspect is the personification of some products by using the word /raja/ 'king'. It all started with the slogan of 'Elite Paint' some twenty years ago. It said:

'Elite Paint is the king of paints'
A few years later 'Philips Bulb' came up with a very popular slogan:

/macher raja iliS ar batir raja filips/

Fish's king Hilsha and light's king Philips

'Hilsha is the king of fish and Philips is the king of lights'.

To emphasize the superiority of the product from other similar products, copywriters use this type of personification.

In a television advertisement of 'Tasmeri Hari Tonic' the product itself is personified in this way:

/dOrSokbrindo, onaketo apnara cenen/

viewers her you know

'Viewers, you must be knowing her?'

/mathaTa rakhe thanDa cul PORa kore

head keeps cool hair falling does

bondho, aro mEla gun/

stop more many qualities
'She keeps the head cool, shops hair fall and so many more qualities'

/amito unar bhokto/

her fan

'I am her fan'

Here, the copywriter tells the consumers the quality of the product by personifying the product. Product personification is also found in the advertisement of a jeweler shop named, 'New Jarwa House'. Here, in a very, ornamented language the shop is addressed in second person as /tumi/'you' and the beauty of its jewellery is compared with the beauty of the six Bengali seasons one after another. Here, the first two sentences are given:

/tumi sundOr, Surjer tibrotay jole oTho durtimOy tumi/

You beautiful sun's brighten shine Spectacular you

'You are beautiful, you look spectacular in the bright sunshine in summer'.

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'You wash away the summer heat and bring the calming rainy days through your smiles'.

In this way, the advertisement goes on to compare the beauty of every season to that of the jewellery in the shop.

While advertising 'Keya Coconut Oil' the following couplet is used:

/rupoSir reSmi cule dole go keya dole/

pretty girl's silky hair swings keya swings

'Keya swings in the silky hair of the pretty girl'.

/culer oi megh kajole dole go keya dole/

hair's that cloud black swings keya swings

'Keya swings in the dark cloud hair'.
Here, by making the product 'Keya' swing the copywriter actually tries to establish the role of 'Keya' in the 'beauty' and 'dark hair' of the girl.

In the advertisement of 'International Lux', a Film star asks:

/ke amay choMy - laks -kono Sondeho?/

Who me touches Lux any doubt

'Who touches me - Lux - any doubt?'

Here, by saying that Lux 'touches' the Film actress, the copywriter personifies 'Lux' in his/her effort to create special attraction in the minds of the consumers in favor of the product.

3.4.H. Hyperbole

Hyperbole is a figure of speech, which tends to give exaggerated statement to show emphasis or rhetorical effect. For example, in a Bangla song praising God, The lyricist writes.

/jodi Sagorer jOlke kali kori/

if ocean water ink make
'If I make ocean water ink'

/ar gacher patake kori khata/

and tree's leaves make script

'And the leaves of trees as writing script'

/ar Eke Eke likhe jai mohima tomar/

And one after one write attributes your

'And keep on writing your attributes on after another'

'tobu roibena ekTio pata/

still not left even one page

'Still not a single page will remain unwritten.'

The tendency of using hyperboles in Bangladeshi advertisement is also noticeable. While campaigning for 'Sunlight Battery', the copywriter writes:

'hoe jay Surjer alo mlan/

becomes sunlight gloomy

'Even sunlight becomes gloomy'
Sunlight brings when bright light's flood

'When sunlight brings flood of bright light'

Here, just to emphasize the power of the battery, the copywriter deliberately undermines the power of sunlight by calling it 'gloomy'. His exaggeration doesn't stop here. He compares the flow of bright light produced by the battery with that of /ban/ 'flood'.

Similar exaggeration is found in the advertisement of 'Philips Bulb' which begins with the following couplet:

/akaSete caMder alo ghOre fillips bati/
in the sky moon's light in the home Philips light

'Moonlight in the sky and Philips bulb at home'

/rater bEla diner alo kOre matamati/
in the night daylight does play

'It's the playful daylight at night'

This campaign has more than one element of linguistic manipulation. Apart from the hyperbolic expressions/rater bEla diner alo/
'daylight at night', a comparison between the moon and Philips bulb is also made emphasizing that 'Philips' plays the same role at home that the moon plays in the sky and both together make the atmosphere so bright that it can be compared only to the daylight.

This discussion will end with the example of 'Tibbet /kodur tel/
where it is said that this product:

/---matha rakhe himSitOI ThanDa/

head keeps as ice cold

'it keeps the head cool as ice'

Comparing the ability to keep the head cool to that of ice makes the advertising hyperbolic and attracts the consumers.

In a print advertisement of 'First Security Bank', the copywriter writes:

/Somoyer ce Ek dhap egiye/

time than one step ahead

'One step ahead of time'
Though literally it is not possible, this exaggeration basically emphasizes how quick the service of this work is.

An interesting hyperbolic statement is found in the language of advertisement of 'Tanin Black & White TV':

Here, the slogan used is:

/roNin Tivir ceo akorSonio/
color TV than attractive

'Even more attractive than color TV'

Calling a black & white TV more attractive than color TV is no doubt an exaggerated statement. Finally, in the advertisement of a restaurant called/Sikara/, the copywriter exaggerates in the following way:

/akaS choMa poribeSe mon chuMe Jaoa bharotio o
sky touching environment heart filling Indian and
thai khabare rOSona triptir Ononno ayojon/

Thai food appetite filling wonderful arrangement

'A wonderful arrangement of appetizing Indian and Thai food in a sky-touching environment'
Here, the expression/akaS choMa poribeSe/ 'sky touching environment' emphasizes that the restaurant is located at the top of a high-rise building for which the environment is as fresh and as high as the sky. This is an intentional effort of the copywriter to impress the target audience.

3.4.1. Use of Adjectives

Advertisements are made for using adjectives because through advertisements, the qualities of a product are informed to the audience. In some display advertisements in the print media, a chain of adjectives is used. For example, an audiocassette is described in the following way in an advertisement:

/baNlar ghore ghore je sur onuronito hoy

Bangla's every house the music flows

manu Ser prane prane, sei cirOnton Surer

people's hearts that everlasting music's
'The music that flows in the hearts of every people of every house in Bangla, that everlasting music coupled with songs with beautiful words presented wonderfully, the all conquering legendary folk singer Rathindra Nath Ray's...

Here, a series of adjectives like /cirontan/ 'everlasting', /monorOm/ 'beautiful', /Opurbo/ 'wonderful', /kaljoI/ 'all conquering', /kimbodontiSOmo/ 'legendary' are used to show the quality of the product. This indeed is a unique thing noticeable in advertisements.

The discussions made in this section clearly show the ability of Bangladeshi copywriters to manipulate with the morphological structure of Bangla by creating new words, mixing words of Bangla with other...
languages, exploiting with rhetorical figures etc. in order to create an effect in the minds of the target audience.

3.5. Linguistic Manipulation at Syntactic level

The third section deals with the analysis of linguistic manipulation at syntactic level. Syntax is the way in which words and phrases are put together to form sentences in a language. The word ‘Syntax’ derived from a Greek word which means ‘arrangement’. David Crystal (1991) defines it as “the study of the rules governing the way words are combined to form sentences in a language”. George Yule says, “If we concentrate on the structure and ordering of components within a sentence, we are studying what is technically known as the syntax of a language”. For example, the Bangla sentence:

/ami bhat khai/

I  rice  eat

'I eat rice'

This can be analyzed under syntax by looking at its word order (It is a typical Bangla word order of SOV) and also by finding the
relationship of one word with another in the form of syntagmatic and paradigmatic relationships. These are the basics for many more syntactic analyses. In this section, two features of syntactic manipulation of Bangladeshi advertising are analyzed. They are, word order and code switching.

3.5.A. Word Order

Bangla has a very flexible syntactic pattern. Unlike English which does not allow scrambling of its structure, Bangla does allow its conventional pattern to be modified in special circumstances. The advertising copywriters in Bangladesh have exploited this flexibility quite efficiently. For example, for 'Imperial Battery', the copywriter writes:

/imperial bETarite ache SOb Thik/

in Imperial battery is everything okay

'Everything is okay with Imperial battery'.

The normal structure is /SOb Thik ache/ (S+Adj.+V) instead of /ache SOb Thik/ (V+S+Adj.) according to Bangla syntax, but the verb/ache/ comes even before the subject /SOb/ to give it an unconventional look.
In the advertisement of 'Parrot Paint', there is a couplet:

/pErOT amar priyo rON Teke Onekedin/

Parrot my favorite paint stays many days

'Parrot is my favorite paint which stays for many days'.

/bOchorer pOr bOchor rakhe duniaTa roNin/

year after year keeps the world colorful

'It keeps the world colorful years after years.'

In both the lines, the conventional word order norm has not been maintained. In the first line V+ Adverbial is used instead of Adverbial +V and in the second line V+O+Adj comes in place of O+Adj+V. To make the discussion more informative but brief, a table is given below with a list of sentences where the conventional Bangla word order has not been followed:
<table>
<thead>
<tr>
<th>Name of the Product</th>
<th>Deviated sentence</th>
<th>Structure followed</th>
<th>Conventional Sentence</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Keya Super Beauty Soap</td>
<td>/tai SOhojei thake hater muThoy/ 'So, easily it remains within the grip'</td>
<td>Adv.+V+Locative PP</td>
<td>/tai SOhojei hater muThoy thake/</td>
</tr>
<tr>
<td>2. Henolux Hair Tonic</td>
<td>/Ojana bhalobaSay hariechi ami / 'I am lost in unknown love ---'</td>
<td>NP+V+S</td>
<td>/ami Ojana bhalobaSay hariechi .../</td>
</tr>
<tr>
<td>3. Mortin Power King Coil</td>
<td>/apnar poribarke rakhe Surokkhito/ 'It keeps your family protected'</td>
<td>Object + Conjunct Verb (Verb + Adjective)</td>
<td>/apnar poribarke Surokkhito rakhe/</td>
</tr>
<tr>
<td>4. Sonali Kapor Kacar Saban</td>
<td>/hat hOy dhObdhObe Sada / 'The hand becomes extremely white'</td>
<td>S+V+Adj</td>
<td>/hat dhObdhObe Sada hOy/</td>
</tr>
<tr>
<td>5. Olympic Battery</td>
<td>(a) /baje bhalo redio TranzisTar</td>
<td>V+Adv. +S</td>
<td>/redio TranzisTar bhalo baje/</td>
</tr>
<tr>
<td></td>
<td>(b) khoka khukur khElina cOle cOmotkar/ 'Radio-transistor sound well, children's toys play well'</td>
<td>NP +V+Adv</td>
<td>/khoka khukur khElina cOmotkar cOle/</td>
</tr>
<tr>
<td>6. Safa Roof Tin</td>
<td>/ratri kimba din SoNgI protidin/ 'Day or night, it is an everyday companion'</td>
<td>Noun + modifier</td>
<td>/ratri kimba din protidin SoNgI/</td>
</tr>
<tr>
<td>7. Key Taicom Powder</td>
<td>/er spOrSo amake rakhe pranobOnto/ 'Its touch makes me lively'</td>
<td>Subject + Object + Conjunct Verb (Verb + Adjective)</td>
<td>/er spOrSo amake pranobOnto rakhe/</td>
</tr>
</tbody>
</table>

The syntactic analysis of the sentences in the table is given below:

1. The verb /thake/ should come after Locative Postposition /hater muThoy/.

2. The structure should be S+NP+V, i.e., the subject /ami/ should come first followed by NP /Ojana bhalobaSay/ and Verb /hariechi/.

3. The structure of the conjunct verb should be Adjective + verb
(/Surokhito rakhe/) instead of the other way round.

4. The adjective complement /dhObdhObe Sada/ should come before the verb /hoy/.

5. (a) The subject /redio TranzisTar/ should be used first followed by adverb /bhalo/ and verb /baje/.

5. (b) The adverb /cOmotkar/ should come before verb /cOle/.

6. The modifier /protidin/ should be made genitive /protidiner/ and should come before the noun /SoNgI/.

7. The structure of the conjunct verb should change. The Adjective /ranobOnto/ should come before the verb /rakhe/.

In all these examples, the conventional word order has been changed for a new look word order to make the messages more attractive and catchy.

In some advertising campaigns where a song is sung or a poem is recited, the word order is changed just to maintain the rhyme. For example, the following couplet is used for advertising Pepsodent Tooth Paste.

/are Sunen Sunen Sunen Sunen Sunen dia mon/

Please listen listen listen listen listen carefully
Pepsodent’s story presenting

'Please Listen carefully, I am now presenting Pepsodent’s story'

Here, to rhyme with /dia mon/ ‘carefully’ the NP position is changed, i.e., in place of /nibedon kori/, /kori nibedon/ is used.

3.5.B. Code Switching

Unlike code mixing, code switching is not a frequent phenomenon in Bangladeshi advertisements. 'Code-switching' emphasizes movement from one language to another, i.e. the movement takes place at sentence level. To be more precise, sentences of another language is inserted while using a language. For example, in Bangla in a situation a speaker might say:

/apni jOkhon jabeni to/ why don't you take me?

you as going

'As you are going, so why don't you take me?'
The trend of code switching in Bangladeshi advertisement has just begun. The sociolinguistic reason behind code switching is same as in code mixing which has been discussed in 3.2.D. In a recent advertisement of 'Panacool 'Refrigerator', the copywriter writes:

/pEna kul frije KhotikOr si ef si nei/
Pana cool fridge harmful CFC not there

'There is no harmful CFC in Panacool Fridge'.

/akorSonio chobi bibhinno saizer/

attractive picture different size

'Here are some attractive pictures of different size'

/EkSo parsent kul/ - just keeps you cool, nothing else

hundred percent cool

'This is hundred percent cool and it just keeps you cool, nothing else.'

In the last sentence, which is a code-switched sentence, the word 'cool' has been used twice with two different meanings. While the latter 'cool' refers to its literal meanings, i.e., coldness, the former 'cool' is
an extended meaning of the word, which means 'very good'.

It is observed through the discussions made in this section that manipulation at syntactic level in Bangladeshi advertising is mostly confined to word order and a little bit of code mixing. The scrambling in the word order could be done because Bangla allows this type of modification to indicate something different. Code switching, however, is a recent phenomenon but has the potentiality to grow because the sociolinguistic scenario in urban areas is moving towards that direction.

3.6. Linguistic Manipulation at Semantic Level

This section deals with the linguistic manipulations in Bangladeshi advertisements at semantic level, i.e., the level of meaning. Semantics basically deals with the study of the meaning of words, phrases and sentences of a language. Under semantics the applications of the principles of structural linguistics to the study of meaning is made. Here, the meaning relations, such as synonymy, antonymy, hyponymy, homonymy etc. are studied along with other semantic issues like types of meaning, componential analysis, semantic associations, semantic range and many more related areas.
In this section, analysis is made on Bangladeshi advertisements to see how the meaning range of a word is extended in the advertisements and also how an association of meaning is found between the product name and the message. These two areas are covered under the headings: semantic extension and semantic association.

3.6.A. Semantic Extension

Semantic extension refers to the extension of meaning of a word or a phrase in a language, i.e., the semantic range of the word is extended. Under semantic extension, a word or a phrase, which used to have a limited range of meaning, starts to be used in other contexts. For example, the Bangla word /botol/ 'bottle' has undergone semantic extension and is now used for 'wine' too in colloquial Bangla. Similarly the word /Dal/ which means 'lentil' only is now also used by young boys of Bangladesh with minor modification (/Dail/) to denote a cough syrup 'phensidyl' to which many young Bangladeshis are addicted.

In Bangladeshi advertisements, semantic extension is not a very frequent phenomenon. It can be noticed in the advertisement of /kalokeSi keS tel/. The copywriter writes:
The girl uses *kalokeshi* in her black hair.

Here, the semantic range of the word /konna/ has been extended. The word /konna/ means 'daughter'. But in this advertisement the word has undergone semantic extension and is used to denote a 'girl' in general.

### 3.6.B. Semantic Association

Semantic association in the language of advertising means an association between the product name and the message. This association is at the level of meaning and the copywriter deliberately associates the message with the product name.

**Radio:** In the advertisement of an audiocassette of a singer called 'Agun', the copywriter writes:
Agun as if really music fire burn birth given this cassette

'--- as if Agun has really burnt himself in the fire of music to bring out this cassette'

Here, an association is created between the singer’s name 'Agun', which means 'fire' and his songs which the copywriter metaphorically refers as the ‘fire of music’.

'Sharif Melamine' is a product, which has the symbol 'lion'. In writing the advertising copy of this product, the copywriter exploits this symbol by writing:

Sorif mElamain jiniSe SiNho marka deoa thake/

Sharif Melamine items lion symbol is given

'In Sharif Melamine items, the symbol 'lion' is embossed'

Sorif mElamainer jinis Ogo markar motoi Sera Jinis /

Sharif Melamine items their symbol like best items

'Sharif Melamine items are the best - just like their symbol'.

Here, the supremacy of 'lion' as the king of the jungle is
associated with the quality of the product.

An unconventional semantic association can be found between the naming and message of a soap named/alomer Ek nOmbor pOca Saban/ "Alam's Number 1 Rotten Soap'. The message is:

/name pOca gune khaTi/
in the name rotten in quality pure

'It may be rotten in name, but it is pure in quality'

/ei pOca pOca nOy gune jar poricOy/
this rotten not rotten quality whose identity

'This rotten does not mean 'rotten', but it is the quality which is its identity.'

The naming of the product/pOca/ is a mode of attracting the attention of the audience and then the association is created to show that the quality of the product in exactly the opposite of the name. This tendency of naming /pOca/ has become quite popular as some more products like /pOca sEndel' Pocha sandal' and /pOca Suz/ 'Pocha Shoes' etc started to come in the market.
Television: A good number of TV commercials in Bangladesh consist of semantic association. For example, the following slogan is used for 'Colgate Total Toothpaste'.

/Kolget ToTal, Sompurno Tuthpest/

Colgate Total complete toothpaste

'Colgate Total, a complete toothpaste'

Here, a deliberate semantic association has been established between the product 'Colgate Total Toothpaste' and the adjective /Sompurno/ which means 'complete' or 'total'.

For a toilet cleaner named /Sokti/, the copywriter ends the advertising message by writing.

/jak OboSeSe Soktitei Sokti/

Anyway at last in 'Shokti' strength

'At last strength is found in 'Shokti'.

Here, the copywriter successfully establishes a semantic association between. The word /Sokti/ which refers to the 'strength' of the
product and the product /Sokti/ which means 'strength' and says, /Soktitei Sokti/ 'Strength is in Strength'.

A three-way semantic association is found in the advertisement of 'Pran Mango Juice'. The copywriter in the form of a 'jingle' writes:

/praner choMa laguk prane/

Pran's touch effect life

'Let the touch of Pran effect our life'

/nacuk SObai notun prane/

dance everyone new zeal

'Let everyone dance in a new zeal...'

/notun sure notun tale/

new tune new rhythm

'.in new tune and new rhythm.'

/jenge uThuk pran khaTi amer Sad/

Let wake up life pure mango taste
'Let our life be awakened by the pure taste of mango'.

Here, the word /pran/ has been used in three senses all related to each other. These meanings are: the name of the product /pran/ which means literally 'life', the word /pran/ actually meaning 'life' and /pran/ used to denote 'zeal or enthusiasm'. The overall implication of this three-way use of this word is, 'Our life will be full of life (enthusiasm) if we drink /pran/.

Sometimes, semantic association is established by using contrasting words. For example, while advertising 'Pepsodent Toothpowder', the following expression is given:

/Sorirer proti jOtnoban, kintu daMter proti OjOtno?/

body about careful but teeth about careless

'Careful about your body, but careless about your teeth?'

The advertisement shows a bodybuilder using a general toothpowder, after coming out of a gymnasium when he is asked such a question. Here, the opposite words /jOtnoban/ 'careful' and /OjOtno/ 'careless' establishes contrasting semantic association.
Similarly, the television advertisement for the daily newspaper /prothom alo/ begins with:

/pOrdar bhitor bairer khObor nie prothom alo/

screen inside outside news brings Prothom Alo

'Prothom Alo brings inside the screen, the news of outside'

Here, the contrasting words /bhitor/ 'inside' and /bairer/ 'outside' have been used together to attract the viewers. The advertisement ends with the slogan of the newspaper, which shows another semantic association:

/olor pOthe Ek dhap prothom alo/

light towards one step prothom Alo

'Prothom Alo - a step towards light'

The word /prothom alo/ means 'first light'. Here, a semantic association is created between the name of the newspaper and the attribute used for it /olor pOthe/ 'towards light'.
In a public awareness campaign for vaccination, the copywriter creates an interesting semantic association. Going on a rickshaw with his wife and his little child, the man is seen singing a song:

/Ek - choTTo Sona jacche mamar baRi/

one little one going uncle's house

'One- the little one is going to his uncle's house'

/dui - riksa calao taRataRi/

Two Rickshaw drive fast

'Two - drive the rickshaw fast'

/tin - PiN PiN PiN colche mOjar gaRi/

Three ping ping ping moving enjoyable car

'Three - the enjoyable car (rickshaw) is moving ping ping ping'

/car ...../ 'four.....'

Before he continues his wife asks:
Hey isn't he supposed to be given vaccination four times in the first year?

Here, in a playful environment, i.e., singing a song where each line begins with one, two, three & four and establishing a semantic relationship between number 'four' of the song and 'four' vaccines in the first year, a serious public awareness is created.

**Print:** We observe a number of display advertisements in the print media where semantic association is established. For example, the advertisement for 'Bashundhara city Development Ltd.' begins in the following way:

/Ekdin   tajmOholo   chilo   SOPno----

One day  even Taj Mahal  was  a dream

SOpner  boSundhOra siti/

Dream's  Bashundhara city

'One day Taj Mahal was also a dream ---Bashundhara city - a dream'
The copywriter implies that as the dream of Tajmahal was made true, the dream of ‘Bashundhara city’ will also be made true. Here, the association between the two dreams actually refers to the association the copywriter is trying to create between Tajmahal and Bashundhara city - an association which may attract the minds of many buyers.

While advertising for the film/ SeS protikkha/ ‘final wait’, the copywriter begins the advertisement saying:

/Sati agost deSbEpi SeS protikkhar OboSan/

7th August countrywide last wait’s end

‘On 7th August the last wait will end throughout the country.’

‘Here, the film /SeS protikkha/ and its real meaning, i.e., wait for the film’s release have been joined together to create semantic association.

Through the analysis above, it is observed that the advertising copywriters have the tendency to play with the meaning of a product name so as to find a relationship of that proper name with its literal meaning. They also exploit some other words of advertisements in order to show semantic association. The role of semantic extension is limited in number so far as the advertising copywriting in this part of the world is concerned.
3.7. Linguistic Manipulation in Classified Print Advertising

As discussed earlier classified advertisements are unique to print media only. The present section will deal with some common categories of classified advertisements in Bangladesh.

3.7.A. Matrimonial

Matrimonial advertisements are a classified personal advertisement. Here, because of space constraint, the advertiser uses brevity of expression as lots of key grammatical elements like verbs, nouns etc. are omitted.

An example of matrimonial advertisement is given below:

/Dhakar prankendre nijOSSo baRite bOSobaSrOto em es si
Dhaka's center own house living M.Sc.
SudOr Son (5'-9") SOmbhranto, dhOnaDDo protiSThito bEbSai
hand some (5'-9") aristocrat rich established businessman
patro 33 bOchor (SONgoto karone bicched) er jonno SONSarmona
bridegroom 33 years genuine reason divorced for family liking
For an MSc, handsome (5'9''), aristocrat, rich, established, businessman of 33 years (divorced on genuine grounds) bridegroom living in his own house in the center of Dhaka, a tall, pretty, family liking, middle class, unmarried/widow bride wanted who herself or her guardian can send bio-data and a photograph without hesitation by 5.8.2000. If not required, I guarantee to send back you papers and photograph.
The following linguistic features are found in this advertisement:

1) The first sentence is made very long to avoid using verb and to ensure brevity.

2) As many as five adjectives (handsome, aristocrat, rich, established, divorced) and two noun adjectives (MSc, businessman) have been used by the advertiser describing the bridegroom while five adjectives (tall, pretty, family liking, middle class, unmarried/ widow) are used to describe the type of bride wanted.

3) The expression /SONgoto karone bieched/ ‘divorced on genuine ground’ is mentioned to inform the target audience the actual condition of the bridegroom.

4) The payment of these advertisements are made by counting the number of words. For this reason only those words have been written that are essential. Not a single unnecessary word in written.

3.7.B. House Rent

Advertisements for apartment or house rent are even briefer.

A sample example is given below:
The second floor of a five-storied building. 2200 sq.ft, four bed, four bath, servant bed-bath, kitchen, dining, drawing etc. facilities. Home or office. Two car-parking. Rent negotiable, quite place at the end of a lane.'

The linguistic features of this advertisement are

1) The advertiser, in spite of space constraint, provides all information he thinks necessary to attract the potential tenant.

2) There is no verb in any sentence. The verbs are implied and it is perceivable to both the encoder and the decoder. For example, it is known by both that /baSa ba Ofis/ 'house or office' means the
apartment will be given on rent for residential or for office purpose.

3) Unlike matrimonial advertisements, this type of advertisements lack adjectives. Most of the words are nouns.

3.7.C. For sale

Following is an advertisement for selling a car:

/suzukelTo jel mODEl – 1988 rej: 1988 es,si raniN TipTop


KOnDiSON malik calito/

condition owner (self) driven


Here, apart from informing the features of the car, the advertiser also informs that the car is 'self-driven'. This is an important persuading factor because the owners drive with much more care than professional drivers.
3.7.D. Private Tuition

This is even briefer as mostly students give this type of advertisement to cover their living cost or pocket money. An example:

BUET board stand Notredamian Class one - S.S.C - H.S.C

Math Physics Chemistry English nursery - O/A

unmindfuls experienced with notes

'BUET (board stand, Notredamian) Class 1 - S.S.C - H.S.C/
Math/Physics/Chemistry/English Nursery - O/A, experienced with
unmindfuls, with note'

Here, first the advertiser informs his educational background, that he is a student of Bangladesh University of Engineering and Technology (BUET, where the best students of the whole country take admission) and he was enlisted in the combined merit list in S.S.C & H.S.C. with the background of the best college of Dhaka city. Then he tells from which class to which class and which subjects he can teach including
students of English medium background. Finally he informs that he is able
to handle weaker students as well All these information could be given only
in 5 lines of a one-column space.

Containing features of both classified and display
advertisements; there is a third category called classified display
advertisements. Though they appear with classified advertisements, they
vary in width and can include ornamentation, white space, varying font
types and some other features of display advertisements.

An example of such type of advertisement can be given from
an advertisement of felicitation. The officers and staff of an organization
called ‘B.D. Packaging Industry Pvt. Ltd.’ put this advertisement which
says:

/JoNab mohammod bodruddoza (momin) cearmEn biDi grup Ob kOmpaniz

Mr. Mohammad Badruddoza (momin) Chair man B.D. Group of companies

rOptani banije biSes Obodan rakhay baNlades SOrkar kortik proti

exports Commerce special contribution done Bangladesh govt. from every

bOchorer nEy ebareo 2000 OrthobOchorer jonno si ai pi nirbacito

year like this time 2000 financial year’s CIP elected
our heartfelt felicitations

'We express our heartfelt felicitations to Mr. Badruddozar (Momin) chairman B.D. group of companies for being elected like every year CIP (Commercially Important Person) for the financial year 2000 for his contribution in the export sector.'

This type of advertisement, often accompanied by photography of the person is actually informing the people about his success rather than congratulating. The success of the person is ultimately the success of the company, which, actually, the advertisers wish to communicate to the readers.

So, classified advertisements show their distinctness in language and also the manner in which they are presented. As they are too personal, the motivation behind the linguistic use here differ largely from normal advertisements where macro level audience is targeted as against micro level in classified ads. The brevity, the verbal ellipsis, the explicitness and above all the frankness in which these advertisements are presented prove their uniqueness and justify them to be discussed as a distinct type of advertisement.
3.8. Conclusion

An essential property of language is communication. In advertising this communication takes place between the encoder (copywriter) and the decoder (consumer). To make this communication effective, the advertisers use a number of manipulating tools. Tools such as visual effects and music are extremely useful in television and print advertising while music compliments language quite effectively in radio advertisements. Nevertheless, the role of language remains a most important persuasive tool in all the advertising media. Advertising copywriters, therefore, need to appeal so strongly that the consumers get motivated to purchase the product. Doing all sorts of manipulations with the language so that the message looks attractive to the target audience thus becomes integral part of this appeal. The discussions made in this section prove that the copywriters in Bangladeshi advertising industry have the ability to make use of this manipulation at all the core levels of Linguistics. They make phonological innovations, lexical maneuvering, syntactic scrambling, semantic relationships and more to make their copy catchy, soothing and persuasive. With the industry still in its formative stage, the analyses of the collected data indicate that these copywriters have the potentiality to do a lot more than what they are doing now.
Chapter Four

Effects of Hidden Persuaders on Consumer Behaviour: An Experimental Study
CHAPTER 4

EFFECTS OF HIDDEN PERSUADERS ON CONSUMER
BEHAVIOR: AN EXPERIMENTAL STUDY

4.1. Introduction

As mentioned in details in chapter 2, ‘hidden persuaders’ refers to the efforts made by advertising copywriters to pierce through the subconscious minds of the consumers in order to bring the intended feedback from the audience. Vance Packard (1957), the man who coined this term wrote, “Large-scale efforts are being made, often with impressive success, to channel our unthinking habits, our purchasing decisions and our thought processes. The result is that many of us are being influenced and manipulated, far more than we realize, in the patterns of our everyday lives”.

Packard observed that advertisers, including some of the largest firms of the United States often crossed the border of acceptable persuasion with their “depth approach” which was based on extensive ‘motivational research’ (MR) financed by the advertising industry. One
such MR specialist was James Vicary, who preferred the term ‘Subliminal Advertising’. Vicary announced that he had designed a subliminal projection machine, which would flash unnoticeable messages within big-screen movies. He claimed to have conducted his test for six weeks at a theatre in Fort Lee, New Jersey that brought significant sales increase. He said that through his machine, he blipped the messages ‘Eat Popcorn’ and ‘Drink Coke’ on the screen every five seconds throughout the feature film. These messages, according to Vicary, appeared too briefly to be consciously perceived by the viewers. These subliminal messages increased the sales of Coke by 18% and Popcorn by 58% according to the claim by Vicary.

Vicary’s so called experiment was not taken positively by many. Many people thought that their minds were being assaulted and they feared that they would be manipulated by invisible slogans. On the other hand, there were many who found nothing wrong in it. Whether people accepted or not, it created tremendous protests from the press and the intellectuals and later on, on being challenged, Vicary confessed that he had falsified the data. Critics even started to doubt whether this type of experiment was conducted at all. The issue was finally laid to rest as the Federal Communications Commission of America announced on 24 January 1974 that subliminal advertising, ‘whether effective or not’, were
'contrary to the public interest' and banned the broadcasting stations from using them anymore.

So, it is observed that Vance Packard, who coined the term 'hidden persuaders' himself, did not use it to denote a positive trend in advertising. Though he did not use the term 'subliminal advertising', he found the new 'motivational research' leading to persuading people to buy products they had never realized they needed. He concluded with utter discontentment that, "Marketers who could reach into the minds of American consumers soon found consumers' wallets to be within easy grasp as well".

The present study, however, is based on a different connotation of the term 'hidden persuaders'. It is a 'reincarnation' of the term with a positive approach in an attempt to make an empirical study of the implicitness in Bangladeshi advertisements. As discussed in chapter 2, the term in the present study refers to the indirect or 'hidden' persuasions made by the copywriters by using language in such a way that the consumers are not directly urged to buy the product. All the persuasive elements are there in the message, but framed implicitly so that the potential buyers have to ponder first before deciding to buy. The 'persuasions' studied in the present research in no way 'coerce' unwary buyers into making purchases they would not otherwise have considered.
In this chapter, an experiment is made on the effects of hidden persuaders in the language of advertising in Bangladesh in comparison with the advertising with explicit persuaders. It first tries to find out how effective the concept ‘advertising’ is before experimenting the effects of hidden persuaders as opposed to direct persuaders. The target is to see the ‘audience response’ and statistically analyze the findings in order to search whether the effectiveness shows any significant trend.

4.2. Earlier Works

‘Audience response’ in advertising has been an area of interest for researchers of diversified areas like marketing, linguistics, semiotics and other related areas. In his Ph.D. dissertation at Georgetown University, USA, Garfinkel (1978) made a sociolinguistic analysis of the language of advertising. He exposed videotaped TV commercials of breakfast cereals and fast food restaurants to some college students in order to look into the truth in advertising and to analyze the nature of the internal structure of an advertising discourse. His work was more of a sociolinguistic nature where ‘attitude’ rather than purchasibility was emphasized. McConnell (1970) opined that the audience response varies for different products towards different advertising media. Buchman (1964)
made a macro level study and observed lower response for print ads compared to television ads. In a more recent work, Motes, Hilton, and Fielden (1992) found that linguistic manipulation in the absence of illustration is much more acceptable than linguistic manipulation in the presence of illustration. In this paper, the authors examined 720 college students to know “how interesting, appealing, believable, clear and informative each advertisement was perceived to be”. Harris et al. (1986) argued that psycholinguistic theory and methodology if applied to advertising could be a very effective tool for researching information processing.

The most contributory and relevant to the present study is the study made by Taylor and Thomson (1982). They made eight studies to see the effect of concrete versus abstract language in advertising where only one study revealed a significant effect for concrete colorful language over its opposite. But the study was confined to print advertising only and for that reason, can be accepted as a partial reflection of the real scenario. Banu and Sussex (2001), in a rare survey on Bangla language of Bangladesh (Bangla is also the mother tongue of the majority in the Indian State of West Bengal but they differ from each other to a large extent at the lexical level due to religious and cultural reasons), worked on hybridization between English and Bangla in Business names and
commercial signs. It was mostly a sociolinguistic study where the authors compared the ‘Englishness’ in similar studies in Pakistan (Meraj, 1993) with their data and found that code mixing is more prominent in Pakistan while the use of English exclusively in product names is greater in Bangladesh than in Pakistan. This study was more of an informative nature and the response of the consumers or buyers about these naming have not been taken up by the authors.

Gaining from the strengths and weaknesses of the literature reviewed the present experiment can claim to be unique and contributory, first, due to the fact that it is the first such work in Bangladesh where the effects of the language of advertising has been analyzed through statistical methods. Also, the product and the advertisements used for the experiment are hypothetical, and hence threat to validity of the experimental results because of the audiences' prejudice poses no problem. The present study aims at looking into the effects of hidden persuanders in the language of advertising in Bangladesh in comparison with the advertising where the language is explicit. But before going into the comparison, it is important to find the effect of advertising itself regardless of language.
Consumers now have lots of products to choose from. Almost all commodities have a considerably large number of products. So, the need arises to let the consumers know about a particular product and to tell them why they should buy it. Here, advertisements play the most effective role. It is primarily through advertising that the consumer becomes aware of a product. At this pioneering stage of a product, the manufacturer first informs the consumers about the arrival of the product. Gradually, when the product becomes known to the consumers, it begins to compete with other similar products. This is the stage when advertisers need to persuade the consumers so that they become loyal to their brand. For example, Coca-Cola and Pepsi do not need to inform the customers about their existence. But they do need to persuade them to be loyal to their respective brands. The final stage of advertising is just to remind the consumers that they are there in the market. Sometimes this notion of showing existence becomes competitive. Again, the example of Coca-Cola—Pepsi can be given. By this time both have a considerable size of brand-loyal customers. But still they advertise just because their competitor advertises. Often we observe the use of celebrities for the purposes of persuasion and reminder. So, through information, persuasion, and
reminder a consumer becomes directly involved with a product and the
tendency to purchase increases sharply.

While this can be accepted as a universal phenomenon, one
also has to remember that sometimes advertising can also generate strong
negative reactions. Aaker and Bruzzone (1981) opined that prime-time
television advertising could sometimes have adverse effect on the minds of
a consumer to the extent that it can affect the overall effectiveness of
television advertising. They questioned 500 respondents and found out
that advertisement of some types of products like liquor, cigarettes,
sanitary napkins etc. are generally not liked by the audience and
sometimes considered by them as ‘offensive’.

Actually advertisements should reflect the cultural value of the
society in which they are generated. Advertisements, if directed towards
the population in concomitance with the cultural values of that society are
received positively and favorably by the audience. Therefore, we
sometimes find in the advertisements the use of puns and proverbs of the
society in which the commercial is generated. For example in a
Bangladeshi TV commercial of a roof tin called PHP’s Arabian Horse, the
following Bangla proverb is used:

/murobbiraki Sadhei koy Sommondho korba
The elder ones unnecessarily say that relationships do not necessarily have to be formed without seeing the family and building a house by seeing the tin.

"Do our elders say unnecessarily that 'make relationship by seeing the family and build house by seeing the tin'?"

In an advertisement of a typical rural product shown in a typical rural setting, a rural proverb has been incorporated here to make the arguments in favor of the product more powerful.

This is how an advertisement penetrates deep into the minds of the target audience and influences them to buy the product. It not only informs the consumers about the product, but "its message contains the unique features of the product and compares it with other similar products". (Korgaonkar, Moschis and Bellenger, 1984). Thus, information, persuasion, and reminder together lead to positive purchasing behavior of the consumers, and on the basis of that we can hypothesize that:

"A consumer in Bangladesh is more likely to purchase a product if he/she is exposed to an advertisement than if he/she is not".

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If the potentiality of a customer being exposed to advertising to purchase a product is labeled as $P_1$ and the potentiality to purchase a product without any exposure to advertising is labeled as $P_0$, then the above hypothesis can be symbolically written as:

$$H_0: P_1 > P_0$$

Assuming this hypothesis to be true, the next question that arises is, what type of advertisements attract the consumers most? No empirical answer can be given to this question as the choice of the consumers vary largely according to social, cultural, educational, age, gender and many other factors. There can be advertisements where the persuasion is direct and explicit like Bangla expressions: /aji kinun/ 'buy today' or /joldi kinun/ 'buy quickly'. But the persuasion can be implicit or hidden in some advertising campaigns. Here, the copywriter uses message where the consumer is indirectly persuaded to buy the product. The latter type of advertising attracts mostly those who are educated and belong to the higher class of the society. A consumer with a certain level of education considers himself/herself to be intellectually matured. He/she would prefer that the advertising message should have some linguistic element that would make him/her ponder first and then decide whether to buy the product or not. He/she won't like to be exposed to an advertisement, which includes explicit persuasion. Considering these
characteristics of educated consumers, our second hypothesis can be as follows:

"Hidden persuaders in the language of advertising are likely to have more positive impact on consumer behavior than explicit language of advertising on the educated consumers in Bangladesh".

If the potentiality of a customer being exposed to an advertisement with hidden persuaders to purchase a product is labeled as $P_H$, and the potentiality to purchase a product after being exposed to an explicit advertisement is labeled as $P_E$, then our second hypothesis can be symbolically written as:

$$H_0: P_H > P_E$$

4.4. Methodology for Testing the Hypotheses

To test the above two hypotheses a questionnaire was prepared. The obvious choice of respondents was university students. University or college is the target of most of the advertisers, as they constitute the majority of their potential buyers. Motes, Hilton & Fielden (1992) observed that this type of consumers, "are indeed perceived, and
rightfully so, by ad agencies and other businesses alike as legitimate consumers about whom added insight and an increased understanding are needed". Reilly (1989) and Schiffman & Kanuk (1991) noted that they are the target customers and provide substantial markets for products and services like, clothes, fast food, recreational equipment, computer hardware and software, educational supplies, cosmetics, etc.

The hypothetical product used to test the above hypotheses is mostly useful for students, and as such the choice of students as respondents is deemed appropriate, given the nature of the present study.

The university chosen for the present study is a private university named Asian University of Bangladesh. The private university concept is relatively new in Bangladesh. Since the first private university started operating in 1992, almost 30 private universities have so far got the charter from the University Grants’ Commission and the Ministry of Education of the Bangladesh Government. Most of these institutions charge very high tuition fees compared to state-owned universities and, therefore, represent mostly the elite class of the society.

Asian University of Bangladesh is one of the largest private universities in Bangladesh with its tuition fees within the capacity of middle class. That is why this university has the largest number or enrolments.
They have students from middle class background as well as students coming from the higher class of the society. As they cover a wide range of educated people in Bangladesh, this university was the obvious choice.

According to the hypothesis, the respondents are required to be reasonably educated, because to understand and respond to implicit advertisements, one needs to have a certain level of education. For macro level, i.e., the uneducated class who represents the majority of Bangladesh population, vast scope remains for future studies.

Out of the list of 2669 current regular students of Asian University of Bangladesh (AUB), a sample of 336 students were selected by applying the simple random sampling technique. The error level here was .05%. Seven research assistants went to the two campuses of the university with questionnaires. Unfortunately, the cooperation from the selected students was unexpectedly low. The research assistants received considerable degree of resistance and hostility from most of the sampled members. Out of 336, only 97 members showed interest and answered to the queries. This type of non-cooperation from the respondents limited the scope of the present research. But due to time and resource constraints the available data had to be used for the study. This may be considered as one of the limitations of the whole study itself.
The questionnaire had three sections. Section 1 was related to respondents' background and included questions regarding their current family, educational, social, marital, financial etc. situation. Section 2 included some general questions on advertising. It tried to look into the respondents' amount of exposure to the electronic and print media as well as their general attitude towards advertisements. Section 3 was divided into three parts. This division was made to know how they respond to different types of advertising. The 336 listed members were first divided into three groups. The research assistants collected data from these three groups using the interview method.

All the three groups were asked the same set of questions. The first group was the control group who was not exposed to any advertisement. The second group was exposed to an advertisement where the language was very flat, straightforward and explicit. The last group heard an advertisement where hidden persuaders were used. Among the 97 respondents, 35 were randomly allocated to the control group and were not exposed to any advertisement. As many as 31 respondents heard explicit advertisements, while another 31 were exposed to an advertisement with hidden persuaders. These two groups were the experimental groups. The research assistants read out the separate advertising messages prepared for each group to the respondents of both
the experimental groups and then asked them relevant questions about the message they (respondents) heard. Respondents in the control group were asked only questions relating to purchasing of the product.

To avoid prejudice on the part of the consumers, a hypothetical product was chosen and two hypothetical messages were prepared. The product was a brain tonic with side effects. The brain tonic, named ‘Brano’ helps one’s brain to be sharper and makes him/her intellectually superior. But it has some minor side effects. The respondents were exposed to both the positive and negative aspects of the product and then tested whether advertisements are strong enough to influence the consumers to overcome the fear of side effects and buy the product. For the control group, the purpose was to see whether knowing about the side effects and without any persuasion, the consumers are still interested to buy the product. The second group was exposed to an explicit advertisement where the copywriter intentionally ignored the ‘side effect’ matter. Questions were asked of them to see how they reacted to this situation. The third group that was exposed to advertisement with hidden persuaders was informed about the side effect and justifications were made indirectly that this product had more positives than negatives.

In the third and the most important section of the questionnaire, the control group was simply asked whether they wanted to
buy this product. The advertisement for the second group, the group that was exposed to explicit advertisement, began by asking the question, “Are you silly?” the whole message is very straightforward insisting the consumer to buy the product because it would make him/her more intelligent and sharp. After reading out the message twice to each respondent, the research assistants then asked some questions relating to the language of the advertisement before asking whether he/she wanted to buy it or not.

The advertisement for the third group contained indirect persuasion where the copywriter never asked the consumer to buy the product. The persuasion here was hidden and implicit. In this message, a story is told about how a person who had been intellectually mediocre throughout his life used the brain tonic named ‘Brano’ and suddenly topped the Bangladesh Civil Service Examination. Concluding that the product had some side effects, the message emphasized that the positive sides of the product hugely outnumber the negatives. Finally the respondents were asked the same set of questions as the respondents of the second group were asked of.

Out of the 31 respondents in the experimental group that were exposed to explicit advertisement, 11 wanted to buy the product. The other experimental group that heard the advertisement with hidden persuaders
had more positive response. As many as 16 out of 31 agreed to buy the product. Therefore, out of 62 respondents who were exposed to advertisements, 27 (=11+16) wanted to buy the product. But the picture is different for the control group: out of 35 respondents, only 3 agreed to buy the product.

The tests of the two hypotheses are conducted as follows:

**HYPOTHESIS 1**

Total number exposed to advertisement \( n_1 + n_2 = 31 + 31 = 62 \)

Number of respondents who wanted to buy the product \( \bar{n}_1 + \bar{n}_2 = 11 + 16 = 27 \)

Proportion of respondents exposed to advertisement who wanted to buy the product \( \hat{p}_1 = \frac{\bar{n}_1 + \bar{n}_2}{n_1 + n_2} = \frac{27}{62} = 0.435 \)

Number of respondents who were not exposed to any advertisement \( n_0 = 35 \)

Number of the above respondents who wanted to buy the product \( \bar{n}_0 = 3 \)
Proportion of respondents not exposed to any advertisement who wanted to buy the product $\hat{p}_0 = \frac{\bar{n}_0}{n_0} = \frac{3}{35} = 0.086$

The common estimate of the proportion

$$\hat{p} = \frac{n_1 + n_2 + n_0}{n_1 + n_2 + n_0} = \frac{27 + 3}{62 + 35} = \frac{30}{97} = 0.309$$

Our Hypothesis is

Null Hypothesis $H_0 : P_1 > P_0$

(where $P_1$ and $P_0$ are population proportions defined as $P_1 = \frac{N_1 + N_2}{N_1 + N_2}$ and $P_0 = \frac{N_0}{N_0}$)

Alternative Hypothesis $H_1 : P_1 \leq P_0$

The test statistic is

$$Z = \frac{\hat{p}_1 - \hat{p}_0}{\sqrt{\hat{p} (1 - \hat{p}) \left( \frac{1}{n_1} + \frac{1}{n_2} + \frac{1}{n_0} \right)}}$$

$$= \frac{0.435 - 0.086}{\sqrt{0.309(1 - 0.309) \left( \frac{1}{62} + \frac{1}{35} \right)}}$$

$$= \frac{0.349}{0.0977}$$

$$= 3.57$$
This is a left tailed test $Z_{0.05} = -1.645$, that is, the probability to the left of -1.645 in a standard normal curve is 0.05. The available data do not show any evidence against the null hypothesis. Hence, the null hypothesis that $P_1 > P_0$ cannot be rejected at 5% level of significance. In other words, a consumer is much more likely to buy a product when he/she is exposed to an advertisement (hidden or explicit) about that product than if he/she is not exposed to any advertisement.

**HYPOTHESIS 2**

**Total number of respondents exposed to explicit advertisement** $n_1 = 31$

Number of respondents exposed to advertisement with hidden persuaders $n_2 = 31$

Number of respondents exposed to explicit advertisement who wanted to buy the product $\bar{\pi}_1 = 11$

Proportion of respondents exposed to explicit advertisement who wanted to buy the product $\hat{\pi}_1 = \frac{\bar{\pi}_1}{n_1} = \frac{11}{31} = 0.355$

Number of respondents exposed to advertisement with hidden persuaders who wanted to buy the product $\bar{\pi}_2 = 16$
Proportion of respondents exposed to advertisement with hidden persuaders who wanted to buy the product \( \hat{P}_H = \frac{n_2}{31} = 0.516 \).

The common estimate of the proportion: \( \hat{P}_C = \frac{n_1 + n_2}{n_1 + n_2} = \frac{16 + 11}{31 + 31} = 0.435 \).

Our Hypothesis is

Null Hypothesis \( H_0 : P_H > P_E \)

(where \( P_H \) and \( P_E \) are population proportions defined as \( \hat{P}_H = \frac{N_2}{N} \) and \( \hat{P}_C = \frac{N_1}{N} \)).

Alternative Hypothesis \( H_1 : P_H \leq P_E \)

The test statistic is

\[
Z = \frac{\hat{P}_H - \hat{P}_C}{\sqrt{\frac{\hat{P}_C (1-\hat{P}_C) \left( \frac{1}{n_1} + \frac{1}{n_2} \right)}{n_1 + n_2}}}
\]

\[
= \frac{0.516 - 0.355}{0.435 \times 0.565 \left( \frac{2}{31} \right)}
\]

\[
= 1.28
\]
This is left-tailed test and \( Z_{0.05} = -1.645 \). Hence, based on the available data, the null hypothesis that \( P_H > P_E \) cannot be rejected at 5% level of significance. In other words, the hidden persuaders have positive effect on consumer behavior, i.e., consumers are more likely to buy a product if they are exposed to hidden persuaders than if they are exposed to explicit advertisements.

4.5. Discussion

The test result of the first hypothesis clearly indicates that the hypothesis made about the effectiveness of advertising cannot be rejected. Out of 35 respondents who were not exposed to any advertisement, only 8.5% agreed to purchase the product as against 91.5% deciding not to purchase it. On the other hand, out of 62 respondents exposed to advertisement (hidden + explicit), 43.5% showed inclination to use the product. The results show that the desire to purchase rises significantly in favor of buying it due to advertising (43.5% opposed to 8.5%). It proves that the consumers' response is sharp in favor of advertising. The second hypothesis also provides evidence of significant positive impact of hidden persuaders on the desire to purchase among educated consumers: 51.6% of those who heard the advertisement with hidden persuaders opted to
purchase the brain tonic, whereas only 35.4% of those who heard explicit advertisement decided in favor.

4.6. Conclusion

This study has a number of limitations. The non-response rate was very high and as such, the present analysis is based on data on only 97 respondents that represent a small part of the total population the sample was selected from. Secondly the semiotic aspects have not been taken into consideration in the present study, which if included, could make the work much more dynamic, and finally, the experiment has been conducted on only the educated class, whereas majority of the Bangladesh population are uneducated.

As discussed before, the scope for future research in this area is vast and unlimited. There has been very little research on advertising itself in Bangladesh, let alone the language of advertising. So, the range of unexplored research areas is huge. There should be a comprehensive work on the effectiveness of advertisements on illiterate people. An analysis of comparison between the attitudes towards advertisement of demographically different subgroups is another area to
be looked into. A sociolinguistic approach to look into the differences of response with regards to age, sex, class, education etc. may yield interesting results. Finally, a comparative study between the effectiveness of linguistic manipulation, hidden persuaders and the visual effects in television and print advertising could make tremendous contribution to the fields of linguistics and advertising in Bangladesh.
Chapter Five

Summary & Conclusion
CHAPTER 5

SUMMARY & CONCLUSION

Advertisement is a sine qua non for the successful launching of a product. When a new product comes into the market, it finds a lot of parity products and thus, the need to inform the customers about this product becomes essential. But the competition among these products is so fierce that information alone cannot increase the sale of the product. Hence, the information needs to be turned into persuasion. For both these purposes, advertising is the only effective method.

It is universally acclaimed that language is the most crucial component of an advertisement. Its role in the persuasive communicative system is incomparable. Naturally, the advertising copywriters try to make the best use of language in their efforts to convince the target customers. The Bangladeshi advertising industry is no exception and, though at its primary stage of development, advertising in Bangladesh does play a major role in consumer persuasion.

Copywriters of Bangladesh make a lot of manipulations with the language. They do all sorts of things with the language at all levels of Linguistics – phonological, morphological, syntactic and semantic. Taking
full Advantage of the flexibility of Bangla grammar which allows a lot of scrambling, they make innovative lexical and syntactic constructions. Furthermore, they even cross the boundary line drawn by the prescriptive grammarians to make linguistic improvisation in order to create impact on consumer behavior.

At phonological level, not much significant manipulation is observed. The Bangla phonology is an offspring of ancient Sanskrit phonetic traditions. Thus, it has a reasonably large range of sound system and probably because of that, not much phonological improvisation is observed. In Bangladeshi advertisements, apart from onomatopoeic innovations, no significant phonological deviation is observed.

The most significant area of manipulation found in Bangladeshi advertisements is in the lexical level. The copywriters in Bangladesh coin new words by inflection, compounding, collocations, hybridization, nativization etc. Quite a good number of examples are found in both the electronic and the print media to show how these new words are coined. Neologism is done mainly to increase the level of recall by the audience, because recall plays a big part in purchasing decisions (Thorson & Snyder, 1984). Code mixing is another frequent phenomenon, mostly found in television and print advertising. As the level of education of most of the radio audience is must less compared to the other two media,
code mixing is a less frequent phenomenon here. In code mixing mostly English words are inserted in Bangla phrases, but recently, being influenced by satellite channels where many Hindi and Urdu serials are quite popular to the audience, some copywriters also use a few Hindi/Urdu words as code mixed expressions. Besides, code mixing in brand names has been a popular trend in Bangladesh since long (Banu & Sussex, 2001).

Repetition is another tendency typical in Bangladeshi advertisements. Sometimes to attract the customer's attraction, the word /Sunen/ ‘listen’ is repeated five times, or in other occasions a brand name is repeated over and again to ensure that the audience remembers the name (e.g., for Olympic Battery, the brand name Olympic is repeated eleven times).

Another popular trend among Bangladeshi advertising copywriters is the use of literary devices like simile, metaphor, personification and hyperbole. While observing the use of these devices it could be found that the copywriter use them because the people commonly use them in day to day conversation. Rhetorical devices like irony, paradox, synecdoche etc. that are found mostly in literature have not gained popularity among the copywriters, as they realize very well that advertisement is meant for general people, not for literary critics.
Linguistic manipulation at syntactic level mainly revolves around word order. Though code switching has begun to be used, it has not yet got the momentum. At sentence level, a number of advertisements are found where scrambling with the Bangla word order is done, sometimes only to make special effects, and sometimes to rhyme with the last word of the previous line.

Finally, linguistic manipulation is observed when the copywriters make unconventional association between a product name a lexical item used in the campaign. These associations generally make the audience more involved with the advertisement as they appeal to the senses of the consumer.

Under linguistic manipulation, classified advertisements found in print media only have been taken up separately. These are personal advertisements that are characterized by brevity of expression, verbal ellipsis and over use of adjectives.

Hidden persuaders is the other area which has been exhaustively studied in the present work. “Hidden Persuaders”, the term first used by Vance Packard in 1957 to refer to the embedded messages the American copywriters used that time to coerce the consumers to buy something they neither needed nor wanted, has been used in this work in
a positive sense. The term is used here for those persuasive elements that do not directly tell the audience to use the product, but somewhere in the message the urge exists in an implicit manner. That is, the persuasion is made in an abstract manner, but it has enough indication so as to make the buyers understand what the copywriters want from them.

In Bangladeshi advertising environment, explicit persuaders hugely outnumber the hidden persuaders. But still quite a handful of advertisements possess this implicit persuasion. As understanding the persuasion here requires a certain level of education, the advertisers accordingly choose the medium through which these persuasions are to be made. That is why radio has a very few number of such advertisements as against its other two media counterparts because of the differences in the audience’s educational background.

It is observed that the copywriters sometimes come under an indirect communicative pact with their audience. Some advertisements are tailor-made for some particular group of audience and the message is drafted in such a way that there seems to be a pact existing between the advertiser and the target buyer.

There are some salient features through which an advertisement can be identified as containing hidden persuaders. Certain
elements of aestheticism are found in some advertisements. Through this aesthetic approach, the copywriter to penetrate into the mind's eye of the consumers and make them inclined toward the product. The copywriters also try to give literary flavor in their campaign for the purpose of making some inroads into the consumers liking towards literature and art. They frequently use literary terms like simile, metaphor, personification and hyperbole in their copy.

Though Bangladesh is a moderate Muslim country, most of the people have deep faith in religion and get motivated by religious issues. This characteristics of majority Bangladeshis is exploited by copywriters quite efficiently. Sometimes they write a copy which matches a religious occasion like the holy month of Ramadan. Sometimes, they exploit the conservativeness of the Muslims by calling their product /halal/ which means permissible in Islam. This attempt is deliberately made to show their solidarity with the religious feelings of the people so that they feel inclined to buy the product.

Knowing that most of the audience in television and print media are educated and are well aware of the contemporary national and international issues as well as the development if science & technology, advertising copywriters take up these issues in their in their campaigns in order to attract these educated customers. They incorporate issues of
politics, sports, environment, entertainment etc. and also write copy scientifically justifying the product value. Their actual target through this, of course, is to increase the sales of the product.

Advertisers in Bangladesh also capitalize on the attitude of the consumers towards products with foreign flavor. So, if the product has minimum foreign touch, it is highlighted with great care. Even products made in countries like Pakistan is emphasized with pride. Also observed as a salient feature of implicit advertisements is the element of vagueness in some messages. This vagueness is purposefully made so that the audience gives some time in thinking what product is being advertised. This ‘extra time’ is actually the target behind this vagueness as it might give the product little bit of ‘edge’ over its other parities.

Advertisers sometimes adopt some communicative strategies to speak on issues socially known as ‘taboo’. For example, to campaign for products like sanitary napkins, birth control products etc., the copywriters make use of this strategy so that the social norm is not violated and the audience is not offended. They strategize their message in such a way that the target audience fully understand what they want to say.

Finally, as part of hidden persuaders, the copywriters make some ‘claims’ which hang in the balance between truth and falsehood.
These claims are not lies as that would create legal problems, but the language is used in such a way that ultimately, the whole message turns out to be meaningless. But they are constructed so cleverly that it is not that easy for an average consumer to comprehend this meaninglessness.

Whatever the discussion is, be it linguistic manipulation or hidden persuaders, the consumer's response is the ultimate target. So, how do the consumers react to these advertisements? To find this an experimental study was made. A hypothetical advertisement for a hypothetical product was prepared for the experiment and a questionnaire was prepared to find how the audience responds to it. The study was made on two fundamental assumptions. Firstly, it was hypothesized that the consumers' purchasing desire increases if they are exposed to advertisements. The second hypothesis was that the educated consumers respond more positively to advertisements with hidden persuaders against explicit advertisements. By applying simple random sampling method some university students were chosen as respondents and were interviewed. After analyzing the data, both the assumptions were found to be justified as they show significant positive trend towards the hypothesis.

So, it was proved that advertisements do change the purchasing behavior of the consumers and if the consumer is educated, he
will prefer the advertisement where the persuasion is hidden rather than explicit.

Thus three 'body' chapters make descriptive as well as empirical study on the language of advertisements in Bangladesh. As a pioneering work in this inter-disciplinary area, the present study make a number of contributions in the fields of Linguistics and marketing in Bangladesh. Some of the contributing areas are discussed below:

1. In Bangladeshi linguistic scenario, most of the researches have been in phonology, syntax and sociolinguistics. The present study might create interest among the researchers to work in this unexplored inter-disciplinary area of Linguistics and Marketing.

2. There has been very little research on advertising in Bangladesh. A research on advertising by a linguist might encourage the core people in Marketing and Advertising to work in this area.

3. The present work might prove to be quite useful for the advertising industry. The observations about the state of advertising in Bangladesh might help the people in this area to a considerable extent.

4. The advertising industry has no concrete mechanism to know the effect of their campaigns. The present work should inspire the advertising agencies and the manufacturers to make post-
advertising surveys to know how the consumers are accepting their messages.

5. The study might be a step forward for the development of academic infrastructure in the advertising industry. The persons involved in this industry might start feeling the need of this academic infrastructure and some planning might begin to take place.

6. The copywriters might become a little bit more ‘suggestive’ in their approach when they write a copy for educated customers keeping in mind their response found in this study.

7. The creative group of an agency, after looking at the data analysis in chapters 2 and 3 might come to know formally what they have been doing out of intuition and creativity. The descriptive analysis might also be quite encouraging to them.

8. The government might start thinking to be a little more serious towards this industry.

9. Overall public awareness towards advertising might increase if some portions of the findings are made public. People might start taking a little bit more interest in the language of advertising.

10. The overall standard of advertising might rise if the persons concerned take the outcomes of the present study seriously.
Recommendations for Future Research

It has been mentioned more than once in this study that language of advertising is a completely unexplored area in Bangladesh. The present work has made some sort of beginning. Researchers from both Linguistics and Marketing can contribute a lot in this area.

From a Linguistics perspective, a semiotic analysis of television and print advertising will be a very revealing study. Studies can also be made on Socioloinguistic and Psycho-semiotic approaches towards the language of advertising. A study can be made to compare and analyze the proportions of Bangla and English advertisements with a sociolinguistic point of view. Another approach can be to look at length the communicative dimensions of advertising.

It is suggested to both linguists and marketing experts to make more and more research on the effects of advertising in Bangladesh. This will give the advertisers the much-needed feedback. The manufacturers and the advertising agencies can initiate this type of research too.

A linguist can make experimental studies on a number of issues. A comprehensive study on how the majority populations of Bangladesh react to the language of advertising can be really helpful to the industry. A comparative study of the effectiveness of explicit vis-à-vis implicit advertisements can be made on these consumers. Even a comprehensive effect study on educated consumers should be made.
A number of consumer researches from a marketing perspective can be made. A research on advertisements in prime-time television will give a guideline to the advertisers on how to make modifications so those prime-time viewers do not get irritated. A psychosociological study on reactions to advertisements of products like birth control items, sanitary napkins, men & women undergarments etc. should prove useful. A gender-biased research on how women react to advertisements of toiletries, cosmetics etc. can be quite interesting.

Is the advertising industry in Bangladesh being influenced by alien cultures? A very interesting work can be made in this area. Another study can be done from a religious point of view. Do these advertisements in any way offend the religious norms? What do the clerics say and what are the opinions of the general people? To what extend do they differ from each other? Researchers may take up all these questions.

If the researchers in Bangladesh highlight some of these issues and some other important areas related to this field, the field of knowledge at large and the advertising industry in particular will be hugely benefited. It is a matter of great concern that a kind of ‘research vacuum’ seems to exist in Bangladesh in this area though there is no dearth of talents. It is time that all concerned come up and contribute for the development of the fields of Linguistics and Marketing and the advertising industry reaches the stages where it should reach.
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Appendix
APPENDIX

Questionnaire
(Originally in Bangla)

Section 1
Respondent's Background

101. Date and time of the interview
   Date_________________    Time_________________

102. Interviewee is    Male                   Female

103. What is your date of Birth?
   Date _____ Month _______ Year __________

104. What is your Marital Status?
   a) Bachelor    b) Spinster   c) Married    d) Widow
   e) Widower    f) Divorced   g) Separated

105. What is the course you are doing at the moment?
   a) BBA    b) B.Sc. in Computer Science
   c) MBA (day)    d) MBA (Evening) e) MBA (Executive)

106. Why are you studying in a private university?
   (More than one answer possible)
   a) Couldn’t get admitted in state universities
   b) State universities have session jam
c) State universities are full of violence
d) Private universities provide quality education
e) It’s easy to get admitted in private universities
f) Others (please specify)

107. Among private universities, why did you choose Asian University of Bangladesh? (More than one answer possible)
a) Quality of education is good
b) There are more facilities than other private universities
c) The tuition fee is comparatively less
d) It is near my house
e) Others (please specify)

108. What type of residence do you have in Dhaka?
a) Own b) Rented c) Mess d) Hostel
f) Others (please specify)

109. For how many years have you been living in an urban area?
   a) Less than 5 years b) 5 – 9 years
c) 10 – 14 years d) 15 years or more

110. For how many years have you been living in Dhaka city?
   a) Less than 5 years b) 5 – 9 years
c) 10 – 14 years d) 15 years or more

111. Are you a permanent resident in Dhaka?
   a) Yes b) No
112. Is your father alive?
   a) Yes  b) No

113. If yes, then what is his profession and position?
   a) Profession  b) Position

114. What is the monthly income of your father?
   a) Less than 10 thousand  b) 10 – less than 20 thousand
   c) 20 – less than 30 thousand  d) 30 – less than 50 thousand
   e) More than 50 thousand

115. If the answer to the question No. 112 is ‘No’ or if your father does not have any income, then what is the monthly income of the guardian who looks after your family?
   a) Less than 10 thousand  b) 10 – less than 20 thousand
   c) 20 – less than 30 thousand  d) 30 – less than 50 thousand
   e) More than 50 thousand

116. What is the profession and position of your mother?
   a) Profession  b) Position

117. What is the monthly income of your mother if she has any income?
   a) Less than 10 thousand  b) 10 – less than 20 thousand
   c) 20 – less than 30 thousand  d) 30 – less than 50 thousand
   e) More than 50 thousand

118. Do you have your own income?
   a) Yes  b) No
119. If yes, then what is the source of your income?
   a) Job b) Business c) House Rent
d) Land Cultivation e) Others (please specify)

120. If you have personal income, then how much is it per month?
   a) Less than 10 thousand b) 10 – less than 20 thousand
c) 20 – less than 30 thousand d) 30 – less than 50 thousand
e) More than 50 thousand

121. How many brothers and sisters are you?
   a) Brothers b) Sisters

122. Among them how many are living together?

123. Do you live in a joint family?
   a) Yes b) No

124. What is your average monthly expenditure?
   a) Less than 5 thousand b) 5 – less than 10 thousand
c) 10 – less than 20 thousand d) 20 – less than 30 thousand
e) More than 30 thousand

125. What mode of vehicle do you generally use to come to the university?
   a) Own Car b) Taxi c) Baby Taxi d) Bus
e) Tempo / Human Hauler f) Rickshaw
g) Others (please specify)
Section 2  

General Questions on Advertising

201. Do you watch TV?
   a) Yes  
   b) No

202. If yes, then how often do you watch TV?
   a) Everyday  
   b) At least thrice a week  
   c) Once a week

203. If you watch TV everyday, then how many hours do you watch on average?
   a) Less than 1 hour  
   b) From 1 hour – less than 3 hours  
   c) From 3 hours – Less than 5 hours  
   d) More than 5 hours

204. Generally which time of the day do you watch TV?
   a) Morning (9-12)  
   b) Noon (2-5)  
   c) Afternoon (5-7)  
   d) Evening (7-10)  
   e) After 10 pm

205. Do you have TV in your house?
   a) Yes  
   b) No

206. Can you watch satellite channels in your TV?
   a) Yes  
   b) No

207. If yes, then which channel do you watch most?
   a) BTV  
   b) ETV  
   c) Satellite Channels

208. Among the Bangla Channels which channel do you watch most?
   a) BTV  
   b) ETV  
   c) Channel I
d) atn Bangla       e) Others (please specify)

209. Do you like watching advertisements in Bangladeshi TV channels?
   a) Yes                      b) No

210. Do you have remote control with your TV?
   a) Yes                    b) No

211. While watching a program in Bangladeshi channels, how often do
     you change channels during commercial breaks (in percentage)?
   a) Less than 50%             b) 50% - 80%       c) More than 80%

212. What is your overall impression about the TV advertisements of
     Bangladesh?
   a) Very Good               b) Good           c) Tolerable      d) bad
   e) Very bad

213. Do you feel the language of Bangladeshi TV advertisements
     soothing in the ear?
   a) Yes                      b) No            c) Not Sure

214. How will you compare the Bangladeshi TV advertisements with the
     Indian ones?
   a) Similarly Good           b) Similarly Bad     c) Better than Indian Ads
   d) Worse than Indian Ads    e) Others (please specify)

215. Do you listen to the radio?
   a) Yes                      b) No

216. If yes, then how often do you listen to the radio?
217. If you listen to the radio everyday, then how many hours do you watch on average?
   a) Less than 1 hour  b) From 1 hour – less than 2 hours  c) From 2 hours – Less than 3 hours  d) More than 3 hours

218. Generally which time of the day do you listen to the radio?
   a) Morning  b) Noon  c) Afternoon  d) Evening  e) Night

219. Generally which type of program do you listen most in radio?
   a) Programs with Commercials  b) News  c) Sports  d) Others (please specify)

220. Do you like listen to advertisements in radio?
   a) Yes  b) No

221. Do you change stations during commercial breaks?
   a) Yes  b) No

222. If yes, then how often do you change stations during commercial breaks (in percentage)?
   a) Less than 50%  b) 50% - 80%  c) More than 80%

223. What is your overall impression about the radio advertisements of Bangladesh?
   a) Very Good  b) Good  c) Tolerable  d) bad  e) Very bad
224. Do you read newspapers and magazines?
   a) Yes                                     b) No

225. How often do you read newspapers and magazines?
   a) Every day                               b) At least three days a week
   b) At least once a week

226. On average how many hours do you spend everyday in reading newspapers and magazines?
   a) Less than 1 hour                        b) From 1 hour – less than 2 hours
   c) From 2 hour – less than 3 hours        d) More than 3 hours

227. Do you read advertisements in newspapers and magazines?
   a) Yes                                     b) No

228. If yes, then what type of advertisements do you read most?
   a) About Jobs                              b) About Admissions
   c) Entertainment                           d) Usable Items
   e) Personal Advertisements
   g) Others (please specify)

229. What is your overall impression about the advertisements in newspapers and magazines in Bangladesh?
   a) Very Good                               b) Good
   c) Tolerable                               d) bad
   e) Very bad

230. While on the road, if you happen to see an advertisement in a banner or in a hoarding, what do you do?
   a) Stop and read it                       b) Read as long as you can while moving
c) Avoid reading it  

231. What is your overall impression about the advertisements in banners and hoardings in Bangladeshi roads?

a) Very Good  

b) Good  

c) Tolerable  

d) bad  

e) Very bad
Section 3 – A

Response to Questions on Explicit Advertisements

Now I will read out in front of you an advertisement of a brain tonic with side effects. I will read it only twice. Please listen carefully and try to answer the questions I ask you about it as correctly as possible.

Explicit Advertisement

‘Brano’ Brain Tonic

Are you silly? Your brain can’t think anything properly at a proper time?
You forget things quite often? Your brain doesn’t work properly in IQ tests or answering puzzles? People think that you are stupid?
Don’t worry -----------------
We’re the ones who have first brought a brain tonic called ‘Brano’. If you take it, you will find that your brain is opening up very fast. Then you can take the correct decision at the correct time. No one will consider you ‘stupid’ any more.
So, don’t delay ------------- Buy today

Intellect enhancing medicine

Brano Brain Tonic

The Key to Success
3 (A) 01. Below, there are some information based on the advertisement. According to what you heard, please tick those that you feel have been mentioned in the advertisement:

a) Brano helps you to answer any puzzle properly.
b) Brano helps to increase the cells in your brain.
c) Brano helps you to forget the things you remember.
d) Brano helps you to remember the things you forget.
e) Brano helps you to take decisions quickly.
f) Brano helps to maturen your intellect.

3(A)02. What is your impression about the language of this advertisement?

(More than one answer possible)

a) Offensive b) Explicit & Offensive c) Direct
d) Appealing e) Attractive f) Unattractive
g) Others (please specify)

3(A) 03. What impression do you get about the advertisement after hearing it?

a) Very Useful b) Useful c) Useless
d) Extremely Useless e) Not Sure f) Others (please specify)

3(A)04. After hearing the advertisement, do feel interested to buy the product?
3(A)05. From your impression about the advertisement, tick one answer from each set of comments below that is nearest to your feelings:

a-1) Believable          a-2) Not Believable
b-1) Realistic           b-2) Unrealistic
c-1) Logical             c-2) Illogical
d-1) You heard something which
     you wanted to know.     d-2) You heard something which
     you didn’t want to know.
e-1) Informative          e-2) Not that informative
f-1) Enjoyed hearing it   f-2) Didn’t enjoy hearing it.
Section 3 – B

Response to Questions on Advertisement with Hidden Persuaders

Now I will read out in front of you an advertisement of a brain tonic with side effects. I will read it only twice. Please listen carefully and try to answer the questions I ask you about it as correctly as possible.

Advertisement with Hidden Persuaders

‘Brano’ Brain Tonic

Tanvir Ahmed! Topper of all Bangladesh Civil Service Exam! An extraordinarily talented person! A pride to the nation!

But exactly one year from now, his situation was different. He had very ordinary intellectual power. He just managed to pass the B.A. (Pass) exam in second division. Suddenly, he decided to appear in BCS. He thought that as everyone tries for it, he will also appear. He started his preparation. But the inevitable happened. He couldn’t remember anything. Everything started to become confusing to him.

Right at that time ‘Brano’ appeared in the market. Thinking about its side effect, he thought of not using it initially. At last he thought, “Why don’t I try it once?” He used it for only one week. Let’s listen from Tanvir himself what he has to say about it---- “It’s amazing! I couldn’t believe it! In one week I started to realize that my brain has started to open up.”
Many get worried about its side effect. But think, where do you not find side effects? Is there any place where there is no danger? When you go out on the road everyday, are you safe? Not at all! Then? To get something, you also lose something.

Brano Brain Tonic
The Key to Success

3 (B) 01. Below, there are some information based on the advertisement. According to what you heard, please tick those that you feel have been mentioned in the advertisement:

a) Brano helps you to answer any puzzle properly.
b) Brano helps to increase the cells in your brain.
c) Brano helps you to forget the things you remember.
d) Brano helps you to remember the things you forget.
e) Brano helps you to take decisions quickly.
f) Brano helps to maturen your intellect.

3(B)02. What is your impression about the language of this advertisement?

(More than one answer possible)
a) Offensive b) Explicit & Offensive c) Direct
d) Appealing e) Attractive f) Unattractive
g) Others (please specify)
3(B) 03. What impression do you get about the advertisement after hearing it?
   a) Very Useful   b) Useful   c) Useless
   d) Extremely Useless   e) Not Sure   f) Others (please specify)

3(B)04. After hearing the advertisement, do feel interested to buy the product?
   a) Yes   b) No

3(B)05. From your impression about the advertisement, tick one answer from each set of comments below that is nearest to your feelings:
   a-1) Believable   a-2) Not Believable
   b-1) Realistic   b-2) Unrealistic
   c-1) Logical   c-2) Illogical
   d-1) You heard something which you wanted to know.   d-2) You heard something which you didn’t want to know.
   e-1) Informative   e-2) Not that informative
   f-1) Enjoyed hearing it   f-2) Didn’t enjoy hearing it.
Section 3 – C

Response to Questions without any Advertisement

A brain tonic named 'Brano' has appeared in the market. It is a drug which enhances your intellect. The company that produced it claim that if one uses it, his power to use his intellect will increase sharply. But the drug has some side effects. Now I am asking you some questions about it. Please try to answer as accurately as possible.

3(C)01. How much interested are you to increase your intellect by taking a drug?

a) Very interested  
   b) Reasonably interested  
   b) Less interested  
   d) Not interested at all

3(C)02. If you use Brano, your intellect will be sharpened. But it has some side effects. I this situation how much interested are you to use Brano?

a) Very interested  
   b) Reasonably interested  
   b) Less interested  
   d) Not interested at all