

## Functions of Language and Their Applications on Selected Advertisements

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وظائف اللغة وتطبيقاتها على دعايات اعلانية مختارة

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### الملخص:

تحاول هذه الدراسة تطبيق وظائف اللغة التي أثارها علماء مختلفون على إعلانات مختارة. الإعلان هو نوع من المراسلات المستخدمة لتمكين أو إقناع فرد من المحتمل أن يكون عميلاً والمضي قدماً أو القيام ببعض الإجراءات الجديدة لتحقيق ذلك ، كما تتضمن الإجراءات المستخدمة في توصيل ميزات المنتج وفوائده لإقناع المشتري بشراء المنتج. يجب أن يكون هذا ممكناً داخل المتجر أو خارج المتجر أو حتى على المنتج نفسه. يتحول الإعلان بتأثيره المتزايد في المجتمع الحالي إلى ظاهرة اجتماعية شائعة جداً نظراً لدورها الهام في الساحة العامة ، فقد تحول الإعلان إلى موضوع معروف من التركيز على العلماء في مجالات مختلفة مثل التسويق واللغويات وعلم الاجتماع والعلوم الأخرى.

الكلمات المفتاحية: الوظائف اللغوية, اللغة, التطبيقات, الوظائف, اعلانات مختارة

### Abstract

The present study tries to apply the functions of language that was raised by different scholars on selected advertisement. Advertising is a type of correspondence used to empower or persuade a prospect to be a client and to proceed or make some new action and also comprises the actions used in communicating a product's features and benefits to convince the buyer to purchase the product. This should be possible in-store, out-of-store, or even on the packaging itself. Advertising, with its increasingly more imperative impact in the present society, is transforming into a so common social phenomenon. Due to its important role in the public arena, advertising has turned into a well-known subject of concentrate for scientists in various fields like marketing, linguistics, sociology and science.

**Keywords:** language functions, language, Applications, functions, selected advertisements

### 1-1 Introduction

Language is a significant means of communication. It is related to the political, social and economic power structures. It is the main environment for the construction and transmission of information and for the articulation of ideas and it could constitute humans and their identities. It could be an important tool that permits us to attach and command, to welcome and warn, and to anchor logical thinking in concrete words in our pursuit of higher knowledge. It is additionally a creative medium through which we tend to convey our humanity. Linguists have long sought-after to

classify its myriad uses in an exceedingly approach that might create order from chaos and permit for more manageable study.

Agha (2006:41) defined Language as “the capacity to obtain and utilize complex frameworks of communication, especially the human capacity to do as such, and a language is a particular case of such a framework. Language began from feelings while others like have held that it started from sound and intelligent idea.

Searle (2006:44) points out that all languages rely on the procedure of semiosis to relate signs to specific implications. Oral, written and body languages contain a phonological framework that administers how images are used to form arrangements called words or morphemes, and a syntactical framework that represents how words and morphemes are joined to form expressions and articulations.

Human language has the properties of profitability and dislodging, and depends altogether on social tradition and learning. Its impressive structure manages a well additional in-depth scope of articulations than any best-known arrangement of creature communication. Language is assumed to have begun when early primates began bit by bit changing their primate communication frameworks, gaining the capability to form a hypothesis of various personalities and a mutual purposefulness. This advancement is typically thought to possess concurred with an enlargement in cerebrum volume, and various etymologists see the structures of language as having developed to serve specific informative and social capacities (Ibid.:134).

### **1-2 The use of language**

Language uses as a component of a wide range of routes and for some, extraordinary functions like compose, talk, and sign. people work with language, play with language, and acquire people living with language. They court and tempt, purchase and provide, affront and acclaim, all by means of language (Justice et al, 2005:17).

Individuals use language to express their feeling, sentiments and enthusiasm. for example, they will recollect once they were glad, they gather their emotions and encounters in a book referred to as journal. At the time of using language as an instrument to speak, they don't need consider or mind who the audience or peruses. They use language only for personal purposes. As some way to communicate articulation, it tells everything that is lined up in individuals' hearts and psyche (Ibid:20).

### **1-3 Halliday's Functions of language**

In the social semiotic approach to multimodality, a metafunctional hypothesis is posited. This hypothesis states that all semiotic modes serve three metafunctions so as to function as a full system of communication (cf. Kress and van Leeuwen 1996: 40). These metafunctions organize the various components and systems that constitute a mode into three distinct domains of that means, i.e. the conceptual, the interpersonal and also the textual metafunction.

#### **1-3-1 The ideational metafunction:**

organizes the resources we tend to use when we construe our experience of both the inner (mental) and also the external (social and physical) world. The ideational metafunction is

...concerned with the content of language [or any other mode], its function as a means of the expression of our experience, both of the external world and of the inner world of our own consciousness – together with what is perhaps a separate sub-component expressing certain basic logical relations (Halliday 1973: 66)

**1-3-2 The interpersonal metafunction:** concerns the interaction between the producer and also the perceiver (of a text). It organizes the resources we tend to use when we take on different, complementary dialogical roles in an exchange of meaning. In different words, it functions as ...the mediator of role, including all that may be understood by the expression of our own personalities and personal feelings on the one hand, and forms of interaction and social interplay with other participants in the communication situation on the other hand (Halliday 1973: 66).

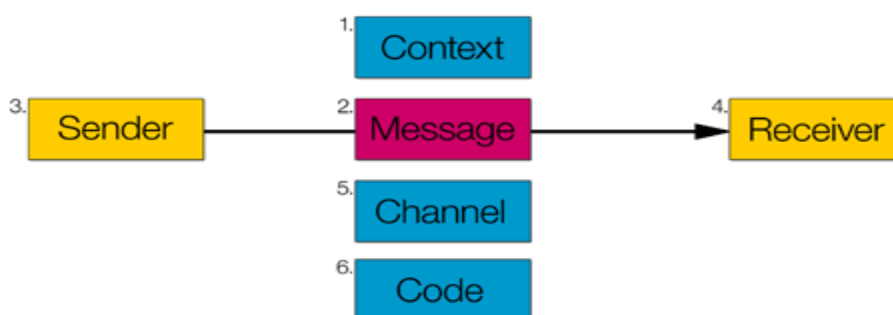
**1-3-3 The textual metafunction:** organizes the resources we tend to use to form cohesive and context sensitive texts when we choose to exchange a particular experiential meaning. The textual metafunction is:

...is the component that enables the speaker to organize what he is saying in such a way that it makes sense in the context and fulfils its function as a message (Halliday 1973: 66).

#### 1-4 Jakobson's Functions of Language

According to Jakobson, we can divide the functions of language into six factors which are required for communication: (1) context, (2) addresser, (3) addressee, (4) contact, (5) common code, (6) message.

The addresser (a sender, or enunciator) sends a message to the addressee (a receiver, or enunciate). The message cannot be understood outside of a context. "A Code" should be common fully or at least partially to the addresser and addressee. A contact which is physical channel and psychological connection between addresser and addressee is necessary for both of them to enter and stay in communication.



Each of those six factors features a different function of language. the variety in these functions is a result of a distinct hierarchical order of functions. Shortly, these six functions of verbal communication are often analyzed as follows:

**1-4-1 Phatic Function:** The phatic function deals with the connection between speakers. Its primary purpose is to attract/establish, check, prolong, confirm, or discontinue this connection, and may be composed of either culturally or non-culturally bound set phrases like (well, I won't keep you; wow! and really?). In addition to strengthening the connection between speakers, the employment of the phatic function also will increase the listener's perception of the speaker's proficiency (Narcis,2017:59-60.)

**1-4-2 The Poetic Function:** The Poetic function, also referred to as the aesthetic function, deals with language whose primary focus is the beauty of the language itself. The richness of sound and texture, and the balance that makes it a piece of auditory art or poetic utterance. "The other functions need not be absent in poetic texts. They merely play a subordinate role, just as in alternative linguistic genres, the poetic function isn't absent, however only appears in a subordinate role (in political slogans, advertising, ceremonial occasion speeches, etc. "Holenstein, (1974. 164)

**1-4-3 Metalingual function:** is used whenever the addresser and also the addressee need to check whether they use same code and when the language is employed to speak about language. For example: "What do you mean by "krill"?", "what's plucked?". in the process of learning, the acquisition of first language includes wide use of metalingual actions; for instance, brain disorder could also be described as a loss of capability form metalingual actions (Tribus,2017:16).

**1-4-4 Emotive function:** It is additionally referred to as "expressive or affective function". The emotive function focuses on the,, addresser". This function comes out once we need to express our emotions although one does not speak to provide an information. For example: the interjections, which are words or phrases used to express unexpected surprise, pleasure or annoyance such as: "Bah!", "Oh!", "Yuck!", "Ouch", "Aie". they are not elements but equivalent of sentences (Tribus,2017:10).

**1-4-5 The Conative Function:** The conative function is an orientation toward "addressee". This function finds its purest grammatical expression in vocative and imperative sentences, and it helps us to create individuals do something and it includes orders. For example: "open the door!" or "move fast" (Ibid:12).

**1-4-6 The referential function:** corresponds to the factor of Context and describes a situation, object or psychological state. The descriptive statements of the referential function can include both definite descriptions and deictic words, e.g. "The autumn leaves have all fallen currently." similarly, the referential function is related to an element whose true value is under questioning particularly when the truth worth is identical in both the real and assumptive universe. (Tritsmans, 1987: 19).

Target factor and function no.	TARGET FACTOR	SOURCE FACTOR	FUNCTION
1	Context	Message	Referential
2	Addresser	Message	Emotive
3	Addressee	Message	Conative
4	Contact	Message	Phatic
5	Code	Message	Metalingual
6	Message	Message	Poetic

#### 1-5 Application of the functions of languages on selected advertisements

In proper analysis of advertisements, we start by determining whether each of the functions of language is present or absent. If you find more than one function as present then we can create simple hierarchy between them by identifying dominant function.



In this advertisement, we can see the woman, which is a swimmer, has a gill in her neck with title "impossible is nothing". The company in this advertisement used the conative function to make the addressee make a link between swimming and the gills which is similar to the gills of the fishes (referential function), on the neck of the woman. Two words are used (impossible, nothing) in the advertisement to indicate some linkage, which is a referential function, to the addressee that with adidas nothing can stop you from achieving what you want and also with adidas even the swimmer will get gills (poetic function) to swim underwater.



The poster advertisement above is part of advertising of Pizza Hut Company. In this advertisement, we can see a pile leaning pizzas (conative function) that is related to the Eiffel with a motto “see the leaning tower of pizza”. This ad also carries another conative function in the text “visit the Italian places now” as an imperative sentence. We can also see the poetic function in the text “leaning tower” as the pizza are leaning similar to the Eiffel Tower which is in Italy.



The poster ad "Fake hurts real" is a part of advertising of ADIDAS shoes company. in this advertising, we see phatic function that aims to draw attention of receiver. the company tries to take attention to the imitations and their harm to health by giving bound foot, that is similar to Adidas original logo. Secondly, the advertisement convinces individuals with the aim not to purchase imitations, which fulfils the "conative function" of language. It additionally appeals to a reason (referential function) which results in injuries on human foot. 2 opposite words are given together "fake and real" to intensify the attraction. in the ad "fake hurts real" offers some associations (referential function) to the addressee:

- 1) if you purchase imitations, your health that is symbolized by the 'real' is in danger,
- 2) if you buy Adidas which is in orthopaedic shoes class for the ad, your foot will be protected.



In the Ad, Australian Red Cross wants to Increase people's awareness towards blood donation. In the text “money is not everything” Red Cross used emotive function by implying that money donation is not the only way to save lives and there is a better way to donate which is by blood donation. Phatic function is also used to indicate the role of other thing rather than money that can be used to save people. The donation box with blood is a referential function where is used to relate it to the money donation boxes. Conative function is also used in the text “save up to three lives with out spending a cent” which it indicated that not only money can save people but there are other ways that can be used to save people without spending money.

The addresser is highly concerned about saving lives (the expressive function), also the utterance explains an objective truth (referential function). The advertising message clearly aims to give a moral value. Moreover, we can also find the ‘conative function’ behind the hidden imperative meaning which indirectly orders people to donate with other things rather than money only.

### **1.6 Conclusion**

Language is a basic instrument of human articulation and communication. Language is a fundamental equipment that permits people to interface and charge, to caution and welcome, and to stay digest thought in solid words in our quest for higher learning. it is in addition a resourceful medium through which they express their human beings and word capability are often thought of as an equivalent word for the word utilize.

People use language for nearly infinite range of purposes, from writing letters, or notes, to conversation with our friends, making speaks and reproof ourselves in front of the mirror. However, if one thinks about it, there are variety of recurring functions that, despite the various different uses people make of language, are usually being served.

This research tried to discuss the functions of languages according to different scholars (Halliday and Jakobson). According to Jakobson's functions of language are: phatic, poetic, metalingual, emotive, conative and referential functions. While Halliday used three metafunction to describe the function of grammar which is the interpersonal metafunction, the interpersonal metafunction and the textual metafunction

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