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**The Language of Food  
Advertisements - Characteristics of Selected  
Language Means in Food Advertisements**

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**Bakalářská práce**

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Prohlašuji, že jsem práci zpracoval(a) samostatně a použil(a) jen uvedených pramenů a literatury.

*Plzeň, duben 2015*

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# TABLE OF CONTENTS

<b>1 INTRODUCTION .....</b>	<b>1</b>
<b>2 MARKETING .....</b>	<b>2</b>
2.1 Definition of Marketing .....	2
2.2 Marketing Mix .....	2
2.2.1 Product.....	2
2.2.2 Price .....	3
2.2.3 Place .....	3
2.2.4 Promotion .....	4
2.3 Conclusion.....	4
<b>3 ADVERTISING AND MEDIA .....</b>	<b>5</b>
3.1 Definition of Advertising .....	5
3.2 Restriction .....	6
3.3 Structure of Advertisements.....	6
3.4 Advertisements for Various Target Groups .....	7
3.4.1 Advertisements for Women.....	7
3.4.2 Advertisements for Men .....	8
3.5 AIDA.....	9
3.6 Media and Advertising.....	9
3.6.1 Press.....	9
3.6.2 Television .....	10
3.6.3 The Internet .....	10
3.6.4 Other Kinds of Media .....	10
3.7 Food Advertisements .....	11
3.8 Conclusion.....	11
<b>4 LANGUAGE OF ADVERTISING.....</b>	<b>12</b>
4.1 Morphological Level.....	12
4.2 Lexical Level.....	15
4.2.1 Word-formation Processes .....	17
4.2.2 Idioms .....	18
4.3 Syntactic Level.....	18
4.4 Semantic and Pragmatic Level.....	20

4.5 Cohesion and Coherence of the Text .....	20
4.6 Register .....	21
4.7 Conclusion.....	21
<b>5 ANALYSIS OF LANGUAGE MEANS IN FOOD ADVERTISEMENTS.....</b>	<b>22</b>
5.1 Structure of Analysed Advertisements.....	22
5.2 Nouns .....	23
5.3 Adjectives and Adverbs .....	24
5.4 Pronouns and Numerals .....	25
5.5 Verbs .....	26
5.6 Synonymy, Metonymy and Wordplay .....	26
5.7 Word-formation Processes .....	27
5.8 Types of Sentences.....	28
5.9 Cohesion.....	30
5.10 Register .....	30
5.11 Conclusion.....	31
<b>6 CONCLUSION .....</b>	<b>32</b>
<b>7 ENDNOTES .....</b>	<b>33</b>
<b>8 BIBLIOGRAPHY .....</b>	<b>36</b>
<b>9 ABSTRACT.....</b>	<b>38</b>
<b>10 RÉSUMÉ .....</b>	<b>39</b>
<b>11 APPENDICES .....</b>	<b>40</b>
11.1 Examples of Advertisements.....	41

# 1 INTRODUCTION

The topic of this Bachelor's thesis is the analysis of language means in food advertisements. The main objective is to analyse particular printed food advertisements and to provide the overview of selected language means on morphological, lexical and syntactic level. Advertisers attempt to convince readers, so the language has to be modified accordingly.

The selection of this topic is based on the fact that advertising has rapidly developed in recent years and now various advertisements, not only food ones, are seen everywhere. An effective advertisement could create awareness of quality food or wider choice of products. It could also substantially increase sales and this is the main reason why companies invest large amount of money in advertising.

Most of the analysed advertisements were published in British tabloids. The parts of advertisements used as examples in the theoretical part were also published in British tabloids and the Czech ones in magazines "Obchod & Prodej". Publications of Yule and Alexander were the main sources for the explanation of language means and publications of Mann and Vestergaard were mainly used to summarize general features of advertisements. Other sources could be found in bibliography.

In the beginning basic information about marketing is provided. Strategies of production, various methods of pricing and price tricks, distribution channels, and finally promotion, in which advertising is included, are specified more precisely. The general features of advertising, namely its structure, definition, restriction, division into advertisements for men and women, and formula AIDA follow. Finally, various kinds of advertising media and food advertisements are specified. Examples are also provided.

Selected language means of all language levels, except for phonetic-phonologic level, are examined in the next chapter. Stylistic means of grammatical cohesion are also explained. The practical part with the analysis of particular printed food advertisements follows. Majority of language means specified in the theoretical part are proved there, which contributes to the compactness of the Bachelor's thesis.

## **2 MARKETING**

### **2.1 Definition of Marketing**

Marketing is an important method how to promote and sell products. It is a part of economy. In companies there are marketing departments focused on marketing concepts. According to Klínský and Münch there are four marketing concepts: výrobní koncepce, prodejní koncepce, výrobková koncepce, marketingová koncepce.

Companies which use production concept produce a large number of available and affordable products. On the other hand, companies with product concept produce quality and more expensive products. Companies with selling concept give attention to massive advertising. Finally, marketing concept is based on the needs of customers. [1]

The first step before creating a marketing plan is the market research, during which information about products (competing products, prices, sales), competition (the number of competitors, their products), consumers (segmentation, purchasing power) and prices (competitors' price lists) is being investigated.

One part of the marketing plan is often the definition of the company strategy how to influence the market. There are usually two strategies:

- Differentiation – a company attempts to differentiate its products from the competitors' ones. This strategy means higher price;
- Penetration – a company focuses on mass production of affordable products and attempts to get the largest part of the market. [2]

### **2.2 Marketing Mix**

Marketing mix includes four points (so-called 4Ps): product, price, place and promotion. Several marketers also speak about 7Ps: product, price, place, promotion, people, process and physical environment.

#### **2.2.1 Product**

All that can be sold is included in the term product. Klínský and Münch claim that there are four levels of product: Uspokojení potřeby, způsob uspokojení potřeby, rozšíření možností produktu a psychologické vnímání produktu. [3] There are also



several additional services connected with the sale of product. These are free services (e.g. repairs of product which is under the guarantee), leasing or various kinds of loans.

Farrall and Lindsley define four stages of product life cycle: launch, growth, maturity and decline. [4] Launch means that a new product enters the market. The sale and the gain are low. The objective is to attract customers. Growth means that the sale and the gain are rising. The objective is then to increase sale. The next stage maturity means that sales volume is the highest. The objective is to keep the maximal gain. Finally, decline means that the sales volume and the price of the product are decreasing.

### **2.2.2 Price**

A company has to set an optimal price for its product. When a company is setting a price, it should be between upper price limit and lower price limit.

Demand elasticity means how many customers react to the change of price. The more customers react, the more elastic the price is. The demand is elastic if a product is not essential goods, there is a substitute or a product is relatively expensive.

Marketers benefit from various price tricks, for instance many prices end with the number 9. Reduction makes a better impression. There are large signs placed in shops or published in magazines and newspapers pointing out significant discounts. Companies can also take advantage of completing. It means that a set is sold for a lower price than the sum of prices of individual products. Another possibility is economy or premium pricing. The first one Gore defines as “Pricing items very low to encourage sales. This is the pricing model used for generic products.” [5] On the other hand, premium pricing means higher price which refers to the luxurious item.

### **2.2.3 Place**

There are many possibilities of distribution, which means ways of getting products and services from the producer to the consumer. Products and services could be sold in retail, wholesale, on the Internet, via email, or they could be sold direct from the particular producer to the consumer.

#### **2.2.4 Promotion**

“The promotion mix consists of four major tools: advertising, sales promotion, public relations and personal selling.” [6] Sales promotion gives motive for buying. The means of sales promotion are samples which people can try for free, rewards or various competitions.

Public relations have been playing a significant role in recent years. These include reports and evaluations made by independent people and institutions, which are often published in media. For companies it is essential to have good public image. Therefore, many of them sponsor schools, sports events, hospitals etc. and they are against discrimination and environmental damages. Symbols and signs could be found on many products, as environmentally friendly etc.

#### **2.3 Conclusion**

Companies follow different marketing concepts and create marketing plan comprising the strategy of influence on the market. Marketing mix (4Ps) consists of four points, namely product, price, place and promotion. Advertisements are included in the last category. They have a significant role for companies, as they could considerably increase their sales volume, more precisely their sales revenue.

## 3 ADVERTISING AND MEDIA

### 3.1 Definition of Advertising

Advertising can be examined from many points of view. Marketers use advertising as a marketing tool through which they promote particular products or services, they attempt to attract more customers and particularly they attempt to reach higher sales revenues. A large number of international companies use the services of advertising agencies as Mann claims “The advertising agency is the link between the firms that want to advertise and the media that will carry the advertisements.” [7]

Recently, psychologists have been investigating the potential impacts of advertisements on different target groups. Advertisements may substantially affect customers’ emotions or rational thoughts. Routinely, negative elements appear to attack customers’ thoughts, behaviour and acts, for instance images of dirty clothes or rotten teeth when the only solution is a particular washing powder or particular toothpaste.

Finally, linguists focus on language means used in advertisements. In the first place, they analyse lexis in advertisements. Then, they examine morphology and syntax. One of the common features is e.g. repetition of company name, through which it is easier for the potential consumer to remember it. Coinage meaning the creation of new words is another way of making an advertisement interesting and easily to remember. Occasionally, the name of a company or a brand name could be included in the newly created word, as in the following example. This issue will be described in more details in chapter 4.

» Maxim**all**ní výprodej na Mall.cz

The style of writing in advertisements plays a powerful role too. A large number of them are written in informal style. The main aim is again to remember it easily. In recent years, linguists have also studied the usage of English in advertisements published in non-English speaking countries as Piller claims “Internationally, English has become a general symbol of modernity, progress and globalization.” [8]

» Škoda. Simply clever.

Selected definitions of advertising are provided below.

Vestergaard and Schroder define advertising as “a public notice designed to spread information with a view to promoting the sales of marketable goods and services.” [9]

Brenda Mann: “Advertisements are messages, paid for by those who send them, intended to inform or influence people who receive them.” [10]

Vysekalová: “Každá placená forma neosobní prezentace a nabídky idejí, zboží nebo služeb prostřednictvím identifikovatelného sponzora.” [11]

William Bernbach: “Advertising isn’t a science. It’s persuasion, and persuasion is an art.” [12]

### **3.2 Restriction**

The major aim of advertisements is to persuade people to buy an advertised product or service. To ensure that people are not misled there are several acts dealing with this problem in individual states (e.g. the Consumer Protection Act in the United Kingdom or Zákon o ochraně spotřebitele in the Czech Republic). Particularly, the EU directive - the Unfair Commercial Practices Directive - deals with consumer protection and attempts to do away with illegal business practices. Furthermore, it describes two categories of the unfair commercial practices, aggressive and misleading commercial practices. Aggressive commercial practices include bothering and forcing. On the other hand, misleading commercial practices are focused on deceptive dealings. Mann claims “[...] one of the problems for advertisers working in the Single European Market is the complex network of different laws which govern advertising in the member states.” [13]

### **3.3 Structure of Advertisements**

According to Piller “Ads and commercials typically consist of the following elements, in differing combinations: headline, illustration (pictures and music), body copy, slogan, product name and standing details.” [14] A headline is the most important part of an advertisement, as it is intended to grab reader’s attention, so they continue to read. A body copy covers information about a particular product or service. Advertisers attempt to influence and persuade people to buy their products or services with this

information. To be more convincing it is common to take advantage of product endorsement referring to celebrities, famous sportsmen etc. who feature in advertisements. A slogan is mostly short catchy phrase which is easily remembered by the reader. An advertisement is often accompanied by one or more images. Stating and repeating a brand name and the name of an advertised product is also important, as Crystal claims “If the name of the product is not clearly stated, there is a real risk that we will fail to recall it when the time comes to make our choice in the marketplace.” [15] The last part of an advertisement is standing details including utilitarian information or the company’s internet address.

### **3.4 Advertisements for Various Target Groups**

Marketers use segmentation allowing them to identify a potential target group of customers with similar needs. In the United Kingdom they can take advantage of system called ACORN, assuming that “[...] people from a particular area will have a similar social background.” [16]

Potential customers could be divided on the basis of demographic segmentation, when they are divided according to their age, employment and social class (upper class, working class etc.). Further, they could be divided on the basis of behavioural segmentation. This refers to customers’ attitudes and satisfaction. The last possibility is psychographic segmentation based on people’s lifestyles. Therefore, their activities, interests, values and opinions play an important role. Another division could be simply according to the gender, which is specified in chapters 3.4.1 and 3.4.2

#### **3.4.1 Advertisements for Women**

Advertisements for cosmetics, clothes or shoes are mainly aimed at women. Frequently, elegant models without any mistakes feature in these advertisements, as they are patterns for women watching them. Advertisers are aware of those women in general are also mothers and wives. Therefore, advertisements for baby food, napkins, toys, detergents, soaps, shower gels etc. are also aimed at women. The image of a cute smiling baby or a beautiful woman in her beautiful and tidy house can be seen in these advertisements. Colours play a powerful role too, bright and warm colours (e.g. yellow, green, red) are used with the intention to illustrate the atmosphere of an advertised

product and have positive impact on woman's perception of a product. On the other hand, several advertisements could be based on unpleasant feelings like a headache, pain of joints, rainy weather, while the only solution lies in an advertised product or service.

Specific lexical devices below are often applied in order to impress women and persuade them to buy an advertised product. In general, women tend to prefer those products which are recommended by celebrities, doctors or dentists.

- » **Clinically proven** to be even more effective at reducing the appearance of lines and wrinkles [17]

Other lexical devices affecting women's emotions are figures, e.g. percentage of women who have already used an advertised product and express their satisfaction. Specific terms are another possibility how to influence them.

- » 82% of Women found their complexion looks more flawless. [18]
- » Mother Nature won't stop your fun, thanks to its Double Protection System with absorbent core and protective skirt. [19]

### 3.4.2 Advertisements for Men

Advertisements for cars, electrical appliances, tools, gardening, alcoholic drinks etc. are intended for men. These products or services are frequently advertised by handsome men who are "[...] pictured as a sexual animal," [20] or by beautiful women with great sex appeal (advertisements for male fragrances). The atmosphere of an advertisement often works as "wild". Therefore, colours like grey, black, brown, green etc. are preferred. TV advertisements are also accompanied by music promoting an advertised product. In many cases, advertisers use the product endorsement (e.g. David Beckham in Pepsi advertisement). Sponsoring is also typical of these advertisements.

- » Fifa World Cup Brasil. Kia Official Partner. [21]

They contain more rational arguments than emotional ones. Therefore, the usage of no emotion words is preferred, except for slogans, where any could be found. The following examples are from standing details of Kia advertisement.

- » CO<sub>2</sub> emissions are 130-99g/km. [22]
- » 7 year/100,000 mile manufacturer's warranty. [23]

### **3.5 AIDA**

This formula was created in the USA. The term is an acronym used in advertising for promoting a particular product or service. As Mann claims “Most adverts follow the formula AIDA [...]” [24] The letters stand for attention, interest, desire and action. The first phase (attention) creates awareness of a particular product or service. The second phase (interest) appeals to the customer and create confidence in the product. The third phase (desire) creates a feeling of need for the product and the fourth phase (action) stands for customer’s buying of the product. The main function of headlines is to encourage awareness and to arouse interest. The arguments in a body copy convince customers.

Other marketing and advertising formulas are e.g. ADAM (acronym for attention, desire, action, memory), AIDAS (acronym for attention, interest, desire, action, satisfaction) or REAN (acronym for reach, engage, active, nurture).

### **3.6 Media and Advertising**

Advertisers can choose from a large number of media. Their objective is to choose the right medium, the right time and place for their advertisement in order to reach new customers.

Media could be divided according to various criteria. One possibility is the division into traditional media (television, radio, magazines and newspapers) and new media (related to the internet - websites, blogs banners etc.). Klínský and Münch claim that there are press, television and radio. [25] Finally, Farrall and Lindsley divide media into TV, radio, outdoor, press, cinema and the Internet. [26]

#### **3.6.1 Press**

Press is frequently used by advertisers, because their advertisements could be read and re-read. They can choose from a variety of magazines and newspapers whose advertising space has to be paid for.

Newspapers are divided into dailies (printed every day) and weeklies (printed once a week) and could be local (covering mainly regional news) or national (covering mainly national news). Advertisements targeted at a wider readership are usually published in newspapers (e.g. advertisement for Rolex watch or for Billa supermarket).

Magazines are often printed once a week or once a month. There could be found more advertisements, because they are aimed at specific group of people. Advertisers benefit from this fact and place their advertisements in a corresponding magazine. For instance, advertisements for clothing or cosmetics are advertised in fashion magazines, like Elle and advertisements for cars are placed in men's magazines, like Auto Express.

### **3.6.2 Television**

Television is another wide by used medium. Advertisements broadcast on TV are more expensive than advertisements in the press, but as Mann claims "Television adverts have the impact of moving pictures which appeal to a wide audience." [27] Commercials (another term for TV advertisements) are in most cases broadcast in the commercial breaks between programmes. Advertisers assess which part of a day is the most suitable for their advertisement and also its repetition. For instance, advertisements for toys or confectionery are mostly broadcast in the afternoon and advertisements for cosmetics and tools in the evening.

### **3.6.3 The Internet**

Products and services could be advertised in many ways on the Internet (banners, skyscrapers, buttons). In recent years, advertising has penetrated social networks, like Facebook. Various online researches are also being done in order to reach new customers.

Direct mails are another form of advertising on the Internet. People do not have to surf the Internet, but an advertisement is sent directly to their email. Mann claims "Many people find this form of advertising irritating and intrusive, but advertisers find it a useful way of reaching a selected number of people." [28] Image, video, catalogue, text etc. could be sent as email attachments.

### **3.6.4 Other Kinds of Media**

Radio is another medium where many advertisements could be heard. As there is an absence of images, advertisements frequently have memorable slogans repeated several times. A brand name or contact information may be heard too.

Another form of advertising is so called outdoor advertising. Hoardings, LED screens in the streets, advertisements at the bus or tram stops or inside a bus or a tram, advertisements on benches etc. are included in this category. Advertisements could be



seen in cinemas before the film starts. Finally, products and services could be also promoted by word of mouth, as Farrall and Lindsley claim “[...] positive word of mouth is highly beneficial for the brand because the person who spreads the word is usually highly trusted – a family member, for example.” [29]

### **3.7 Food Advertisements**

They are one of the most seen. They occur in television, radio, on the Internet etc. They are aimed at everybody, at men, women as well as at children. Food advertisements targeted at men are found mostly in men’s magazines and they often advertise various kinds of beer or alcohol in general. On the other hand, food advertisements targeted at women occur in women’s magazines, for instance in tabloids. The most advertised food products are confectioneries and diaries. However, this division could not be perceived very strictly, as for instance advertisements for bio products could be targeted at both, men and women.

Children are special target group, as advertisements for them are easily recognizable. Confectioneries are advertised in most of these advertisements. Advertisers use short phrases and basic vocabulary, because children do not like reading of long complicated sentences. They prefer images, which have therefore an important role in children’s advertisements.

Advertisements could be also divided according to the advertised product, for instance those for luxurious food, drinks and common food. Particular advertisements will be analysed in chapter 5.

### **3.8 Conclusion**

Advertising does not have a single definition. Advertisements play a powerful role in order to reach new customers. There are restrictions of advertising in each state as well as within the EU as a whole. Most of the advertisements consist of a headline, a body copy, a slogan, images, and standing details. Advertisements could be aimed at various target groups and they are spread in all kinds of media. Many advertisers follow the formula AIDA.

## 4 LANGUAGE OF ADVERTISING

It is important to take into consideration all language levels (phonetic-phonologic, morphological, lexical, syntactic, semantic and pragmatic) by the creation of advertisements. Therefore, advertising agencies usually cooperate with linguists.

### 4.1 Morphological Level

The variety of parts of speech is huge. Nouns used in a body copy do not have any special meaning or impact on readers. Their function is to create meaningful sentences, to refer to an advertised product and to make the text easier to understand. They primarily refer to an advertised product in a headline.

- » Bold **color** that won't let go. [30]
- » Everything looks better with a sublime **tan** [31]

Nouns representing brand names in slogans or in logos are proper nouns. According to Alexander "A proper noun is used for a particular person, place, thing or idea which is, or is imaged to be, unique. It is generally spelt with capital letter. Articles are not normally used in front of proper nouns [...]." [32] In case of advertising, proper nouns mostly refer to brands. On the other hand, common nouns are all other nouns which are not the names of a person, place, thing or idea, more precisely company names or brand names. The following examples are slogans belonging to the above mentioned headlines and including the proper nouns.

- » Maybe she's born with it. Maybe it's **Maybelline**. [33]
- » **Loréal Paris** Because you're worth it. [34]

Nouns could be also divided into countable and uncountable nouns. Countable nouns have plural form and they are used with indefinite article a/an in singular form. They refer to concrete things (e.g. a table, an advertisement). On the other hand, uncountable nouns refer to abstract nouns (e.g. excitement, happiness). They do not have plural form and they do not have indefinite article in singular form.

Noun compounds are used for its clarity and conciseness. It means “[...] two or more nouns which are combined together into a phrase”. [35] The first one or more nouns are modifying nouns and the last noun in a noun compound is a head noun.

Adjectives have informative and descriptive functions. They are the most used part of speech in advertisements, especially in a body copy, however in a headline could be found too. One of the common phenomena in advertising is the usage of more adjectives in front of one noun. Its main aim is to contribute to the attractiveness of an advertisement and to catch reader’s attention. The following examples refer to the usage of two adjectives in front of one noun.

- » Find your wine style with the **refreshing** and **sweet** taste of Moscato [36]
- » **Křupavé karamelizované** mandličky... [37]

Adjectives could stand in front of the noun, behind the noun and several could be used in both positions. Adjectives standing in front of the noun are attributive adjectives and adjectives standing behind the noun are predicative adjectives. Furthermore, they are participial adjectives created by the endings –ed or –ing or derived from irregular verbs. The following example refers to the attributive one.

- » **Great** moments in life make you sweat. [38]

The usage of flective gradation of adjectives is another phenomenon in advertising, as it is shorter than the analytical one. Analytical gradation means the creation of the comparative and the superlative form of a gradable adjective with words: more, less, the most and the least. On the other hand, flective gradation stands for the creation of the comparative and the superlative form with the endings –er (in the comparative form) and –est (in the superlative form). There are also several adjectives with irregular gradation. The adjective “good”, often used in advertisements, belongs to this group (good – better – the best). Another special group are strong or non-gradable adjectives (e.g. minimal or maximal) creating neither the comparative nor superlative form. Two examples of gradable adjectives follow:

- » Giving you **smoother** legs for longer. [39]
- » Get **the biggest** phone deals with our Big Bundles sim FEAT. [40]

Pronouns substitute nouns. They are divided into personal, possessive, demonstrative, reflexive, reciprocal, interrogative and indefinite pronouns. Reflexive, reciprocal, interrogative and indefinite pronouns rarely occur in advertisements, as the information about an advertised product or service is factual. A large number of readers could be discouraged by an advertisement which they have to read more times to understand it clearly. On the other hand, personal, possessive and demonstrative pronouns are found in advertisements, as they address the reader directly, stand for someone's recommendation (e.g. product endorsement) or refer to the company or to the advertised product.

- » When **you**'ve got a mouth ulcer, try something that sticks fast, and lasts. [41]
- » Mars want a million adults to get back into football. That's the team **I** want to be on. [42]
- » Over 10,000 customers have posted their honest reviews of **our** cars. [43]

Numerals sometimes occur in advertisements, as it was mentioned in chapter 3.4.1 they stand for percentage of satisfied customers; they convey results of a research or they give information about price or composition of an advertised product.

- » To summer in Malaga from £39 one way. [44]

Verbs could be found in most parts of advertisements (a headline, a body copy, a slogan and standing details). They could be divided into dynamic and stative verbs. Stative verbs refer to states (e.g. to love, to hate, to feel, to want). According to Alexander "Stative verbs usually occur in the simple form in all tenses. Dynamic verbs, on the other hand, usually refer to actions which are deliberate or voluntary (I'm making a cake) or they refer to changing situations (He's growing old) [...]. Dynamic verbs can be used in progressive as well as simple forms." [45] Both kinds are frequently used in advertisements.

Verbs standing in function of a predicate are essential for the grammatical correctness of an English sentence, but grammatically incorrect sentences or phrases could also occur in advertisements, so a verb (predicate) is omitted. Active voice is typical of advertising, as the reader wants to know the subject (an advertised product or a company). Present simple tense is another common feature of advertising, as it

indicates the topicality of an advertisement. However, past simple tense could also occur in several of them.

Adverbs are usually used with verbs and specify the information about things, and make an advertisement more attractive for the reader. They are divided into adverbs of time, place, manner, frequency and degree. All of them occur in advertisements, as they are, as adjectives, widely used. Adverbs modifying an adjective are also common phenomenon in advertisements.

» **Seriously** seductive shine [46]

» Fight multiple signs of ageing and improve skin tone **instantly** and over time. [47]

#### 4.2 Lexical Level

Advertisers explore various lexical meanings of words which are used in their advertisements. This could be divided into denotative and connotative meaning. Denotation constitutes basic meaning of the word; on the other hand, connotative meaning refers to the emotional meaning of value of words. This could be seen in the following part of an advertisement for slimming product.

» Count down to summer [48]

When potential customers read this headline sunshine, swimming, shorts, T-shirts, swimsuits etc. are likely to come their minds and this process stands for connotative meaning. Then, they probably buy this product, feeling the need to look slimmer in summer.

Lexical relations, especially synonymy, antonymy, hyponymy, and metonymy are widely utilized in advertisements. Synonyms are two or more words with similar meanings. Frequently, they could substitute each other in sentences, and in many cases one of them is more formal and the second one rather informal (e.g. verbs to retain and to keep). Synonyms could be also two English words, one of which is more typical of American English or British English. Then, advertisers have to distinguish carefully at which market they target their advertisement. The example of an advertisement published in British magazine Best is provided below.

» It's like having fresh **knickers** delivered to you all through the day. [49]

The word **panties** would be rather used in the same advertisement targeted at American consumers. Another example is a part of the body copy of the Czech advertisement for glass made by company Vetropack.

» Obaly ze skla chrání hodnotné látky a aroma mléka a mléčných **produktů** až do okamžiku ochutnání. [50]

The word “produkt” could be replaced by a synonym “výrobek”, but the word “produkt” is more formal and it is understood internationally.

Antonyms are two words showing contrasts. They could be used in advertisements in order to emphasize differences or to attract attention of the reader as the headline of the following advertisement for remedies illustrates:

» **less** hayfever, **more** hey summer [51]

Antonyms could be also used to list a wide choice of products.

» Mattoni ochucená **perlivá** i **neperlivá** [52]

As Yule claims “When the meaning of one form is included in the meaning of another, the relationship is described as hyponymy.” [53] Hypernyms are often used in headlines, as they generally refer to an advertised product, so people could discover which product is advertised and if they are actually interested in the advertisement. Hypernyms are frequently represented by nouns. The following headline is from the Czech advertisement for bakery La Lorraine where several images of company's products with their names are placed under the headline.

» Celozrnné pečivo [54]

Metonymy is a process when things are called on the basis of internal connections. Metonymy is often used in communication and it is easily to understand, as in two following Czech advertisements. The first advertisement is for F.W. TANDOORI (the specialized importer of Asian food) and the second one is for Fénix (kind of beer).

» **Asie** ve vaší kuchyni [55]

» Chut' **Belgie** v pšeničném pivu [56]

Each reader understands that the word “Asie” in the first advertisement stands for Asian food and the word “Belgie” in the second one represents the method of fermentation.

Homonyms (homophones and homographs) are another kind of lexical relations. Puns meaning a kind of a wordplay based on similarity in pronunciation are also included in this group (the example – less **hay**fever, more **hey** summer – mentioned above). They are found rather in English than in Czech advertisements and they make the advertisements more eye-catching.

#### **4.2.1 Word-formation Processes**

In English there are several types of word-formation processes. Borrowing, affixation (derivation), compounding, conversion, and shortening or clipping are the most used. The other types are according to Yule coinage, blending, backformation and acronyms [57]. Etymology is a linguistic discipline examining the origins of words in a particular language.

Borrowings are one of the frequently used types in English. Borrowing, called also loanword, means one word from another language which became part of an English vocabulary. For instance, many words were taken over from French (e.g. vinegar, voyage, duke, baron, lieutenant). Words of German origin are also found in English vocabulary (e.g. sauerkraut, kohlrabi), other borrowings were taken over for example from Arabic (e.g. assassin or alcohol) or from Italian (e.g. pasta, duet, sonnet).

Affixation stands for a process in which new words emerge by the means of suffixes and prefixes. This process is also commonly used in English. For instance antonyms are formed by negative prefixes (possible – impossible, responsible – irresponsible, do – undo, nutrition – malnutrition). On the other hand, plural form, third person, gerund, past and present participles are created by suffixes (market – markets, to observe – observing, to examine – to be examined).

A compound consists of two or more separate words. The meaning of a compound may differ from the separate meanings. Descriptive word(s) and the main (head) word are contained in a compound (in the word “newsprint” is the word “news” descriptive word and the word “print” is the main word of the compound) Compounds are more

typical of German than of English. For instance, words like lifecycle, sportsman, household, newscast, newspaper, and watchdog are all compounds.

Conversion describes the process in which e.g. a noun starts to be used as another part of speech without any modification. This word-formation process has become popular in English in recent years, especially in American English. For instance, noun “party” is now also used as a verb “to party”. Other examples are a talk – to talk, a market – to market, a research – to research. Conversion mainly occurs in advertisements in order to save space.

Finally, shortening or clipping are also commonly used word-formation processes in English and both mean reduction of a word (shortening is with comma, clipping is without comma). Several examples are provided: advertisement – ad, influenza – flu, telephone – phone. These shorter forms are usually easy to understand but they could not be used in formal writing. Special groups are so-called acronyms and abbreviations. Both are formed from the initial letters of words and they are formal; however, acronyms are spelt as a single word (e.g. NATO), whereas in abbreviations each letter is spelt separately (e.g. the EU).

#### **4.2.2 Idioms**

There are many idioms occurring in English advertisements. They are often placed in a headline or in a body copy. Problems could arise in the translation from English into another language, as only few of them could be translated literally. For instance, the English idiom “To cry over spilled milk” is translated into Czech as “plakat nad rozlitym mlékem”; on the other hand, the English idiom “Don’t be chicken” is translated as “nebud’ srab”.

#### **4.3 Syntactic Level**

A simple sentence (a clause) includes subject and finite verb, but there could be also object, complement and adverbials. Multiple sentences are divided into compound and complex sentences. A compound sentence comprises two or more main clauses, as Alexander claims “[...] all the clauses are of equal importance and can stand on their own, though of course they follow a logical order as required by the context. We often refer to clauses in a compound sentence as co-ordinate main clauses.” [58] These



clauses are connected by parataxis, which means that they are linked by a conjunction (e.g. and, but, either or), then this is a syndetic co-ordination. Or they could be connected by semi-colon, and then this is an asyndetic co-ordination.

A complex sentence consists of one main (independent) clause and at least one subordinate (dependent) clause. Main and subordinate clauses are connected by hypotaxis and subordinate clauses are divided into nominal, relative and adverbial. Nominal clauses are derived from conjunction “that” or conjunctions beginning with the letter w (e.g. what). Relative clauses are introduced by pronouns (e.g. that, which, whose.) and they are divided into defining (without commas) and non-defining (with commas) relative clauses. Adverbial clauses are further divided into adverbial clauses of time, place, manner, reason, comparison, concession, purpose and condition.

A special group is so called compound-complex sentence comprising two main clauses and one or more subordinate clauses.

Compound and complex sentences could be seen rather in commercials than in printed advertisements. Printed advertisements usually comprise simple sentences or only phrases in a body copy, as they are often published on a small place in magazines or on the Internet. An exception could be outdoor advertising (large hoardings) but in this case, shorter sentences are also preferred, as hoardings are usually near the road and the drivers have only a few seconds to read them. Therefore, advertisers attempt to create concise and apposite sentences. However, complex sentences also occur in printed advertisements, especially those with defining relative clauses or with adverbial clauses. The following example of a complex sentence was published in the advertisement for Papa John’s Pizza.

» Our new Spicy Italian pizza has all the passion and flavour the name suggests with double Italian style sausage, flavoursome pepperoni and a sprinkle of crushed chillies, all on our 100% fresh dough base. [59]

Statements are the most used in advertisements; however, imperative clauses are also common as well as interrogative clauses. Leech claims “Interrogatives resemble imperatives in being stimuli which normally require an active response from the addressee [...]” [60] An imperative clause occurs in the following standing details of the advertisement for Dove and an interrogative clause is found in the body copy of the advertisement for the campaign “I prefer 30°C”.

- » Show us your colour confidence for a chance to win. [61]
- » Did you know a little change in your washing behaviour can make a huge difference? [62]

#### **4.4 Semantic and Pragmatic Level**

Semantics is a study of meaning of expressions of four language levels (meanings of phonemes, morphemes, lexemes and sentences). As Yule claims “In semantic analysis, there is always an attempt to focus on what the words conventionally mean, rather than on what an individual speaker [...] might want them to mean on a particular occasion.” [63] On the other hand, pragmatics deals with the situation and the context. It does not study the dictionary meaning of a word, it studies the meaning of a word based on the speaker’s intentions.

#### **4.5 Cohesion and Coherence of the Text**

Cohesion stands for various ways of supporting the relationship among the individual parts of the text by syntactic-semantic and morphological means. One specific type of cohesion is grammatical cohesion. References, ellipsis and substitution are included in this type.

There are anaphoric references referring back in the text, and cataphoric references referring forward in the text. Mostly, they are represented by pronouns. These references could be particularly heard in commercials during the dialogues where personal and possessive pronouns are the most used.

Ellipsis means omission of words or parts of sentences in the text. This type of cohesion is commonly used in headlines, but could be also used in body copies or in slogans. The following example is the headline of the advertisement for Carling.

- » Made in Britain. Served on ice. [64]

There is not a subject in both sentences. The image of Carling stands between these two sentences, so the reader could understand them and knows the subject.

Finally, substitution means the usage of more general word instead of the original word. The original word is replaced by e.g. one or same. This phenomenon also occurs in advertising.

Coherence deals with deeper levels of the text, for instance with its communicative task or the way the topic is developed in the text. Yule claims “The key to the concept of coherence [...] is not something that exists in words or structures, but something that exists in people. It is people who “make sense” of what they read and hear.” [65]

#### **4.6 Register**

Formal writing, colloquial register, non-standard register and dialect are used in advertising. Formal writing does not imitate speech and it is the least dependent on context. It does not contain any contractions and it is clear and precise. On the other hand, colloquial register imitates speech in some ways and informal words and contractions could be used. Non-standard register is represented by the same features as colloquial register; however, it could also contain incorrect grammar. And finally, dialect records the style of speaking of a specific group of people, contains informal words, contractions, incorrect grammar and words or phrases specific to an ethnic group or a geographical region.

#### **4.7 Conclusion**

The language of advertising is very colourful. There is a high frequency of adjectives, because the morphosyntactic level tends to reflect diverse advertisers' intentions. They refer to the characteristics of an advertised product or service and they are often used in the comparative or superlative form. Advertisers sometimes insert idioms in their advertisements in order to make them more interesting. Many advertisements are concise and contain only simple sentences or phrases; on the other hand, dialogues or commentator's voice in commercials often comprise compound and complex sentences. Grammatical cohesion sometimes occurs in printed advertisements, as advertisers write them in formal, colloquial, non-standard register or in dialect.

## **5 ANALYSIS OF LANGUAGE MEANS IN FOOD ADVERTISEMENTS**

### **5.1 Structure of Analysed Advertisements**

Selected language means of eight advertisements are analysed, namely the advertisement for Rachel's Greek Style Yogurt [66], the advertisement for Rachel's Vanilla Yogurt [67], the advertisement for McCafé Iced Frappé [68], the advertisement for McCafé Iced Frappés [69], the advertisement for Magnum [70], the advertisement for Walkers [71], the advertisement for Stork [72] and finally, the advertisement for Cold Stone Creamery. [73] These advertisements are attached as Appendices 1-8.

Two advertisements in the magazines *Heat* and *Closer* advertise Rachel's yogurts. Rachel's is the company name for the dairy led by Rachel Rowlands and focused on the production of dairy products made only from organic ingredients. [74] Both begin with the headline followed by the body copy and they are written by Rachel Rowlands herself in a notebook- and blackboard-style. Goddard claims "One sharp distinction in how writing appears is whether it is handwriting or typed print, since we are likely to read handwriting as more to do with human agency and therefore more personal and individualistic than machine-produced typeface." [75] The body copy is followed by the images of the yogurts and the last part in both advertisements is the slogan.

Two advertisements for McDonald's refer to the same product (iced frappé); however, there are slight differences in the body copies as well as in the images. The first one published in *Heat* advertises only one kind of iced frappé, whereas the second one published in *New!* advertises three kinds of iced frappés. The company logo along with its slogan is placed in the upper left corner and the images of the product follow. In the first one there is only one glass of frappé in the second one there are three glasses of frappé. No headlines occur in these advertisements, so the images are followed by the body copies differing in their composition.

Another analysed advertisement for Magnum ice cream was published in *Closer*. The reason for publishing this advertisement is probably the 25<sup>th</sup> anniversary of production. It begins with the headline followed by the image of the advertised product. The body copy is placed under the image. The last part is the slogan and standing details.

The advertisement for Walkers crisps is also analysed. It was published in Heat. It is a special kind of advertisement, as it is divided into two parts. Each part is placed on different page. Therefore, its structure is slightly different from the structures of the other analysed advertisements. There is not any headline, as the advertisement begins with the body copy and to be fully understood the reader has to also read the body copy of the second part of the advertisement.

The advertisement for Stork products was published in Best. It begins with the company logo containing the company name. It is followed by the headline and by the image of a cake. The body copy is omitted, so the slogan is placed directly below the image. Standing details occur at the end of the page, as the last part of this advertisement.

The last analysed advertisement promotes Cold Stone Creamery. This is an American advertisement. The images of company's products are placed at the top and they are followed by the logo and the company name. The headline is placed below and it is followed by the body copy, which is the last part of the advertisement.

## **5.2 Nouns**

Common as well as proper nouns could be found in each advertisement. "Organic Greek Style Natural Yogurt" and "Organic Low Fat Vanilla Yogurt" are the official names of Rachel's products. The proper noun is also the signature "Rachel" in both body copies of Rachel's advertisements. The company name "Rachel's" is the local genitive as well as "McDonald's". The noun "McCafé" in McDonald's advertisements is also proper noun, as it indicates a special kind of café run by this company. "Magnum" "Walkers" "Stork" and "Cold Stone Creamery" are other proper nouns referring to the brand names. The proper noun "Easter" in the advertisement for Stork products represents the name of a public holiday and the last two ones "Britain" and "the USA" indicate the names of states.

The majority of common nouns used in the analysed advertisements are countable nouns, for instance "yogurt", "frappé" "ice cream", "seekers" and "creamery". However, several of them are uncountable, for instance "milk" or "fruit" mentioned in

Rachel's advertisement. The proper noun "Easter" is generally used only in singular form; on the other hand, the common noun "crisps" occurs mainly in plural form.

Noun compounds occur in four of the analysed advertisements (Rachel's, Magnum, Walkers, and Stork). The noun compound "Greek Style Yogurt" in Rachel's advertisement consists of one modifying noun "style" and the head noun "yogurt". Another noun compound "pleasure seekers" occurs in Magnum advertisement and consists of the modifying noun "pleasure" and the head noun "seekers". This noun compound means "people who are searching for delight". The other "Cheese and Onion flavour crisps" is mentioned in the advertisement for Walkers crisps. The first three nouns modify the head noun "crisps". The last noun compound "a step by step film" occurs in the advertisement for Stork products, when the words "a step by step" are the modifying nouns and the noun "film" stands for the head noun.

### **5.3 Adjectives and Adverbs**

Two or more adjectives standing in front of a noun occur in five of the analysed advertisements. Free combination of words "gorgeous organic milk" is placed in the first Rachel's advertisement. Another two free combinations of words are found in the second Rachel's advertisement "sweet, smooth and delicate taste" and "a particular Madagascan bourbon vanilla". "New chocolate chip" occurs in McDonald's advertisement. The other "traditional cooking oils" is placed in Walkers advertisement and the last one "Chocolate Salted Caramel Marble Cake" stands in Stork advertisement.

Attributive adjectives are found in all the analysed advertisements, for instance "luscious Organic Low Fat Vanilla Yogurt" in the second Rachel's advertisement, "saturated fat" in Walkers advertisement or "iced frappé" in McDonald's advertisement. Predicative adjectives occur in three of the analysed advertisements, "texture - delicious spooned over" in the first Rachel' advertisement, "Easter marble-ous" in Stork advertisement and "ice cream fresh" in Cold Stone Creamery advertisement.

The adjective "lower" in Walkers advertisement refers to the flective gradation, as it is the comparative form of the adjective "low". Strong or non-gradable adjectives are quite common in the analysed advertisements, as they occur in five of them, namely

“organic” and “special” in the first Rachel’s advertisement, “Madagascan” and “juicy” in the second Rachel’s advertisement, “iced” in McDonald’s advertisements and finally, “marble” in Stork advertisement.

An adverb standing in front of an adjective occurs in two of the analysed advertisements. The adverb of manner followed by the adjective “lusciously thick” is placed in the first Rachel’s advertisement and another adverb of manner in front of the adjective “deliciously indulgent” occurs in the first McDonald’s advertisement.

#### **5.4 Pronouns and Numerals**

Several possessive and personal pronouns and one demonstrative pronoun are found in the analysed advertisements. The possessive pronoun “my” is placed in the headlines and slogans of both Rachel’s advertisements and it is also repeated several times in the body copy of the second Rachel’s advertisement. The personal pronoun “I” occurs several times in the body copies of both these advertisements too. These two pronouns indicate Rachel Rowlands, more precisely her dairy. Another personal pronoun “it” referring to “milk” and the second one referring to the “recipe” are found in the first Rachel’s advertisement as well as the demonstrative pronoun “this”. The personal pronoun “you” occurs in McDonald’s and Walkers advertisements and its function is to address the reader directly. Finally, the possessive pronoun “our” is placed in Walkers and Cold Stone Creamery advertisements and it refers to the company staff as well as the personal pronoun “we” in Cold Stone Creamery advertisement.

Numerals are found in three of the analysed advertisements. The number “25”, referring to the anniversary of production, occurs in Magnum advertisement. Several percentages “4%”, “12%” and “20%” in Walkers advertisement are related to the composition of crisps (percentage of saturated fat contained in crisps). Finally, there is the year “1920” in Stork advertisement indicating the long tradition of company’s production.

## 5.5 Verbs

Dynamic verbs prevail in the analysed advertisements, for instance verbs “I source”, “milk makes”, “it gives”, “I discovered” in Rachel’s advertisements, “you thought of” and “crisps are cooked” in Walkers advertisement, “make” and “visit” in Stork advertisement and “we make” in Cold Stone Creamery advertisement. The most used verb is the verb “to make”, as it is found in three of eight analysed advertisements. The stative verb “love” is placed only in Rachel’s advertisements and it is the only stative verb occurring in all the analysed advertisements. In both cases, it functions as a predicate and expresses the personal attitude of Rachel Rowlands. An auxiliary verb “to be” is frequently used in English in general and is also placed in five of the analysed advertisements.

Present simple tense prevails in all the analysed advertisements; however, past simple tense also occurs in several of them. Past simple tense “I discovered” is found in the second Rachel’s advertisement. It indicates the sequence of tenses, as this action happened before another action. Another past simple tense “you thought of” is in Walkers advertisement. And it again refers to the sequence of tenses. Passive voice “crisps are cooked” is also used in this advertisement. There is the emphasis on the action. The second occurrence of passive voice “made” could be found in Cold Stone Creamery advertisement. All other verbs in the analysed advertisements are used in present simple tense and in active voice, as the emphasis is put on personal attitude. These two grammatical categories of verbs also contribute to the topicality and simplicity required in advertising.

## 5.6 Synonymy, Metonymy and Wordplay

The noun “crisps” in Walkers advertisement is the British expression translated into Czech as “brambůrky”. This advertisement was published in British magazine, so the usage of the British expression is suitable. However, if the same advertisement was published in an American magazine, there would be instead of “crisps” the American expression “chips”, as these two expressions are synonyms.

The proper noun “Britain” occurring in Stork advertisement is used as metonymy in this context, as the reader imagines the British, especially the women who used Stork products when baking.



The adjective “marble-ous” also placed in Stork advertisement refers to the word play, as the word “marble-ous” does not exist. However, there is similarity in written form as well as in pronunciation with another adjective “marvellous”. So the word “marble-ous” may imply the idea of being “marvellous”. The advertiser probably used this technique in order to differentiate their advertisement from competitors’ ones and to make it more interesting and catchy for the reader.

### **5.7 Word-formation Processes**

Several borrowings occur in the analysed advertisements, for instance the noun “yogurt” in the first Rachel’s advertisement comes from Turkish and the adjective “delicious” in the same advertisement comes from French. Another adjective “frappé” placed in McDonald’s advertisement is also borrowed from French.

Many adjectives and adverbs in the analysed advertisements are created by the affixation, for instance the adjective “organic” in the first Rachel’s advertisement is derived from the noun “organ” with the suffix –ic or the adjective “gorgeous” is derived from the noun “gorge” with the suffix –ous. The adverbs of manner “locally” and “lusciously” in the same advertisement are derived from the adjectives “local” and “luscious” with the suffix –ly. A large number of adverbs are created from adjectives by this suffix. Another adverb of manner “deliciously” in the first McDonald’s advertisement is derived from the adjective “delicious” again with the suffix –ly. The adjective “salted” in Stork advertisement is derived from the noun “salt” with the suffix –ed. Finally, the adjective “saturated” in Walkers advertisement is derived from the verb “saturate” with the suffix –d.

Two compound adjectives are found in the analysed advertisements. The first one is “strawberry” in Magnum advertisement. It consists of two nouns “straw” and “berry”. The adjective is translated into Czech as “jahodový”; however, it could be also used in the same form as a noun, and then the translation into Czech is “jahoda”. The second one is “sunseed” in Walkers advertisement consisting of two nouns “sun” and “seed”. The collocation “sunseed oil” is translated into Czech as “slunečnicový olej”.

Several examples of conversion occur in the analysed advertisements. The verb “source” in the first Rachel’s advertisement is converted from the noun “source” and it is translated into Czech as “získat ze zdroje”. The noun “taste” in the same

advertisement could be also used as the verb “to taste” and the verb “love” could be used as the noun “a love”. The word “vanilla” in the second Rachel’s advertisement is used as the noun “vanilka” as well as the adjective “vanilkový”. The noun “drink” in the first McDonald’s advertisement is converted from the verb “to drink”. Finally, the adjectives “chocolate”, “caramel” and “marble” in Stork advertisement were originally all nouns. These adjectives are translated into Czech as “čokoládový”, “karamelový”, and “mramorový”.

In Magnum advertisement there is one acronym “ASDA”, which means “Asquith and Dairies”. It is British supermarket chain store bought by Wal-Mart Store Inc. in 1999. It offers wide range of products, groceries, clothing, toys, financial services and many others. [76] The abbreviation “GDA” occurs in Walkers advertisement. It is abbreviation for “Guideline Daily Amount” and it is explained on Food and Drink Federation website “Food labels are changing and the term Guideline Daily Amount is being replaced by Reference Intake (RI). GDAs help make sense of nutrition information provided on food labels. Experts developed GDAs for calories and seven other main nutrients - protein, carbohydrate, sugars, fat, saturates (saturated fat), fibre and salt.” [77]

## **5.8 Types of Sentences**

Simple sentences or phrases prevail in the analysed advertisements. Phrases are found in both McDonald’s advertisements as well as in Magnum advertisement. They are also commonly used in slogans, for instance the slogan in Magnum advertisement “For pleasure seekers” or the slogan in Rachel’s advertisements “Rachel’s. My name. My passion.”

Simple sentences are placed in all the analysed advertisements, except for the second Rachel’s advertisement and both McDonald’s advertisements. For example, the simple sentence “I love making my Organic Greek Style Natural Yogurt.” in the first Rachel’s advertisement, the simple sentence “Celebrate 25 years of pleasure.” in Magnum advertisement, the simple sentence “The answer is 4%.” in Walkers advertisement, another one “Make this Easter marble-ous” in Stork advertisement or the simple sentence “We make our ice cream fresh everyday!” in Cold Stone Creamery advertisement.

Multiple sentences occur in six of the analysed advertisements, for instance the complex sentence “The gorgeous organic milk I source locally makes the recipe so special” in the first Rachel’s advertisement. This sentence contains the main clause “The gorgeous organic milk makes the recipe so special” and defining relative clause “I source locally” modifying the noun “milk”. Another defining relative clause “I love more”, modifying the pronoun “nothing”, is included in the second Rachel’s advertisement in the complex sentence “There’s nothing I love more than making yogurt for my family.” The complex sentence placed in both McDonald’s advertisements “It’s summer when you say it” consists of the main clause “It’s summer” and the adverbial clause of time “when you say it”. Another complex sentence containing non-defining relative clause is placed in Walkers advertisement “Our crisps are cooked with Sunseed Oil, over 75% lower in saturated fat than traditional cooking oils.” And finally, the last complex sentence “For a step by step film showing how to make this Chocolate Salted Caramel Marble Cake visit: bakewithstork.com” consists of the main clause “For a step by step film visit: bakewithstork.com” and the nominal clause “showing how to make this Chocolate Salted Caramel Marble Cake”.

Sentence placed in Magnum advertisement “Strawberry ice cream swirled with a strawberry sauce coated with white chocolate” does not contain any finite verb forms, there are only two past participles “swirled” and “coated” modifying the noun “ice cream”. The possible translation into Czech could be “Jahodová zmrzlina smíchaná s jahodovou polevou a politá bílou čokoládou.”

One compound-complex sentence occurs in the second Rachel’s advertisement “I discovered a little secret ... using a particular Madagascan Bourbon vanilla gives my luscious Organic Low Fat Vanilla Yogurt a sweet, smooth and delicate taste that’s great with some juicy berries.”. It consists of two main clauses “I discovered a little secret ...” and “using a particular Madagascan Bourbon vanilla gives my luscious Organic Low Fat Vanilla Yogurt a sweet, smooth and delicate taste” and one defining relative clause “that’s great with some juicy berries” modifying the noun taste.

Statements are placed in all the analysed advertisements. Imperative clauses also occur in three of them, “celebrate 25 years of pleasure” in Magnum advertisement, “For a step by step film showing how to make this Chocolate Salted Caramel Marble Cake visit: bakewithstork.com.” in Stork advertisement and two imperative clauses “That’s

right!” and “We make our ice cream fresh everyday!” in Cold Stone Creamery advertisement. These two last imperative clauses are written with exclamation mark at the end; however, they are statements, as they contain subjects. All these imperative clauses are used in order to make a suggestion, to give advice and to encourage people to buy the product. Finally, the only interrogative clause “What percentage of the Guideline Daily Amount of saturated fat is in a bag of Walkers crisps?” is found in Walkers advertisement and it addresses the reader directly.

### **5.9 Cohesion**

References occur in sentence “We make our ice cream fresh everyday” in Cold Stone Creamery advertisement. The personal pronoun “we” refers to the company staff. The personal pronoun “I” and the possessive pronoun “my” are found in the body copies of both Rachel’s advertisements and refer to Rachel Rowlands, which the reader recognizes according to the signature below the text. They are cataphoric references. The possessive pronoun “my” also occurs in the slogan. In this case, it is anaphoric reference, as it refers to the company name, written at the beginning of the slogan.

Substitution is not found in the analysed advertisements; however, ellipsis is placed in two of them. The first one occurs in Cold Stone Creamery advertisement, where the subject in sentence “made in the USA” is missing. The second one is also missing subject in sentence “Helping Britain bake better since 1920” in Stork advertisement.

### **5.10 Register**

Contractions occur in four of the analysed advertisements, “there’s” and “that’s” in the second Rachel’s advertisement, “it’s” in two McDonald’s advertisements and “that’s” in Cold Stone Creamery advertisement. All of these indicate colloquial register. McDonald’s slogan “i’m lovin’ it” also contains contractions; however, this is non-standard register, as the grammar is also incorrect (“i” instead of “I”).

### **5.11 Conclusion**

All the analysed advertisements are British and one of them is American one (Cold Stone Creamery). Headlines are included in most of them and all of them, except for Stork advertisement contain body copies. Slogans are also in all of them, except for Cold Stone Creamery advertisement. Standing details also occur in majority of them. All of them are accompanied by the images.

Simple and complex sentences as well as present simple tense and active voice prevail in the advertisements. Passive voice only occurs in Walkers and Cold Stone Creamery advertisements. Attributive as well as predicative adjectives are the most used part of speech and stand behind adverbs of manner in several cases. Adverbs are usually derived from adjectives with the suffix *-ly*. Other often used parts of speech are verbs and nouns. Many words are connected with food industry as the adjectives “delicious” or “sweet”, verbs “love” or “cook”, adverbs “deliciously” or “lusciously”. Nouns are often represented by proper nouns as the brand names “Stork” or “Walkers”; however, common nouns also occur as the nouns “answer” or “drinks”. Noun compounds are also used. Numerals are found especially in Walkers advertisement where they are in form of percentages.

Cohesion, more precisely references mainly occur in both Rachel’s advertisements and several analysed advertisements are written in colloquial register.

## 6 CONCLUSION

In conclusion to this thesis, it was demonstrated that food, as other types of advertisements appear to have a huge impact on readers and their buying strategies. Companies usually hire advertising agencies with expertise in order to create a competitive advertisement for them.

Selected language means are examined in details in this thesis. A large number of food advertisements have a similar composition, as at the top there is a headline followed by a body copy, a slogan and standing details. Images are also important. They are along with the headline the first what catches readers' attention.

Food advertisements are predominantly aimed at women, as the most advertised types of food are confectioneries and dairy products. On the other hand, advertisements for alcohol are targeted at men, for example advertisements for Gambrinus and other brands of beer.

As it was examined in the analysed advertisements, adjectives and adverbs are the most used parts of speech. They express characteristics of the advertised food and supply emotions. Advertisers sometimes create completely new ones in order to make their advertisement more interesting for readers and to differentiate it from competitors' ones.

Phrases, simple sentences and complex sentences prevail in food advertisements. The usage depends on the kind of advertising medium and on information which needs to be conveyed about the advertised food.

It is highly probable that advertising will continue to develop further in the future. In case of food advertisements, companies permanently launch new products on the market, improve the existing ones with new flavours or produce them in different sizes or in new packets and every novelty needs a suitable advertisement.

## 7 ENDNOTES

- [1] Ekonomika 2 pro obchodní akademie a ostatní střední školy p. 30  
[production concept, selling concept, product concept and marketing concept]
- [2] Ekonomika 2 pro obchodní akademie a ostatní střední školy p. 38
- [3] Ekonomika 2 pro obchodní akademie a ostatní střední školy p. 39  
[core benefit, expected product, augmented product and potential product]
- [4] Professional English in Use: Marketing p. 34
- [5] English for Marketing and Advertising p. 77
- [6] Marketing p. 87
- [7] Advertising p. 20
- [8] Annual Review of Applied Linguistics [online] p. 175
- [9] The Language of Advertising, 1985 p. 2
- [10] Advertising p. 4
- [11] Psychologie reklamy p. 20  
[Any paid form of impersonal presentation and an offer of ideas, goods, or services by an identifiable sponsor]
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- [18] Heat p. 10
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- [30] Closer p. 29
- [31] Heat p. 25
- [32] Longman English Grammar p. 38
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- [34] Heat p. 25
- [35] The Language of Business English Grammar & Function, p. 108
- [36] Closer p. 99
- [37] Obchod & Prodej, srpen 2014 p. 11  
[crunchy caramelized almonds]
- [38] Closer p. 43
- [39] New! p. 14
- [40] New! p. 84
- [41] Heat p. 49
- [42] Heat p. 32
- [43] Closer p. 23
- [44] Heat p. 16
- [45] Longman English Grammar p. 160
- [46] Heat p. 2
- [47] Closer p.8
- [48] New! p. 29
- [49] Best p. 8
- [50] Obchod & Prodej, srpen 2014 p. 56  
[Glass packing protects the valuable substance and the flavour of milk and dairy products until they are served.]
- [51] Heat p.20
- [52] Ozvěny sólošky p. 2  
[Mattoni flavoured sparkling and non-sparkling]
- [53] The Study of Language p. 105
- [54] Ozvěny sólošky p. 8  
[Wholemeal bread]
- [55] Obchod & Prodej, červen/červenec 2014 p. 48



- [Asia in your kitchen]
- [56] Obchod & Prodej, červen/červenec 2014 p. 15
- [Taste of Belgium in wheat beer]
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- [65] The Study of Language p. 126
- [66] Heat p. 26
- [67] Closer p.60
- [68] Heat p.30
- [69] New! p. 38
- [70] Closer p. 70
- [71] Heat p.41 and p. 43
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## **9 ABSTRACT**

The main objective of the Bachelor's thesis is to analyse selected language means in printed English food advertisements.

The Bachelor's thesis is divided into the theoretical and practical part. The first chapter provides the explanation of marketing mix. The following chapter is concerned with the various definitions of advertising, the advertisements for various target groups as well as with advertising media. It attempts to discuss the differences between advertisements for men and women and the most used advertising media are mentioned. Food advertisements are also specified. Finally, particular morphological, lexical and syntactic language means are dealt with and they are supported by the examples found in the analysed advertisements.

## 10 RÉSUMÉ

Předkládaná bakalářská práce pojednává o jazykových prostředcích v tištěných reklamách na jídlo. Jazykové prostředky zkoumá v morfologické, lexikální a syntaktické rovině jazyka.

Bakalářská práce je rozdělena na teoretickou a praktickou část. Po úvodu je věnována pozornost marketingu, především marketingovému mixu. Dále je uvedeno několik definic reklamy a dochází k podrobnějšímu zkoumání reklam pro různé cílové skupiny. Autorka se převážně zabývá reklamami pro muže a ženy a také uvádí stručné popisy nejrozšířenějších medií. Poslední kapitola teoretické části pojednává o vybraných jazykových prostředcích, které jsou pak, v praktické části ukázány na konkrétních příkladech nalezených v anglických tištěných reklamách na jídlo.

V příloze jsou pro ilustraci a lepší orientaci uvedeny analyzované reklamy.

## **11 APPENDICES**

## 11.1 Examples of Advertisements

### Appendix 1





Appendix 2

**f** rachelsorganic

*My Vanilla Yogurt*

There's nothing I **LOVE** more than making yogurt for my family. I discovered a little secret... using a particular **MADAGASCAN BOURBON VANILLA** gives my **LUSCIOUS** Organic Low Fat Vanilla Yogurt a **SWEET, SMOOTH** and **DELICATE** taste that's great with some juicy berries.

*Rachel*

**Rachel's**  
organic low fat  
**vanilla**  
bio-live yogurt

**Rachel's. MY NAME. MY PASSION.**



Appendix 3

  
i'm lovin' it®

CHOCOLATE  
CHIP  
ICED FRAPPE  
McCafé

+ =

DELICIOUSLY INDULGENT  
**NEW CHOCOLATE CHIP  
ICED FRAPPÉ**  
McCAFÉ ICED DRINKS  
IT'S SUMMER WHEN YOU SAY IT IS

Appendix 4

The advertisement features three McCafé Iced Frappés in clear plastic cups with white whipped cream and various toppings. The cups are labeled 'MOCHA ICED FRAPPE', 'CHOCOLATE CHIP ICED FRAPPE', and 'CARAMEL ICED FRAPPE'. The central cup is the largest and most prominent. To the left of the cups is a grey, fluffy cloud with a yellow lightning bolt. To the right is a bright yellow sun with rays. A plus sign is placed between the cloud and the cups, and an equals sign is placed between the cups and the sun, creating a visual equation that suggests the drinks bring summer weather.

**McCafé Iced Frappés**  
IT'S SUMMER WHEN YOU SAY IT IS

© 2014 McDonald's.

Appendix 5

**25 CELEBRATE 25 YEARS OF PLEASURE**

**BIRTHDAY CELEBRATE PLEASURE**

**M MAGNUM**

**STRAWBERRY & WHITE**  
FRAGOLA E CIOCCOLATO BIANCO • FRAISE & BLANC • AARDBEI & WIT • MORANGO & CHOCOLATE BRANCO

1100kJ/260kcal  
100g  
578kJ/138kcal  
100g  
1206kJ/288kcal

4

**EXCLUSIVE TO ASDA<sup>®</sup>**  
**STRAWBERRY & WHITE**

STRAWBERRY ICE CREAM SWIRLED WITH A STRAWBERRY SAUCE COATED WITH WHITE CHOCOLATE.

**MAGNUM**


*For pleasure seekers*

\*Exclusive to ASDA for a limited time only



Appendix 6

What percentage of the Guideline Daily Amount of saturated fat is in a bag of Walkers crisps?

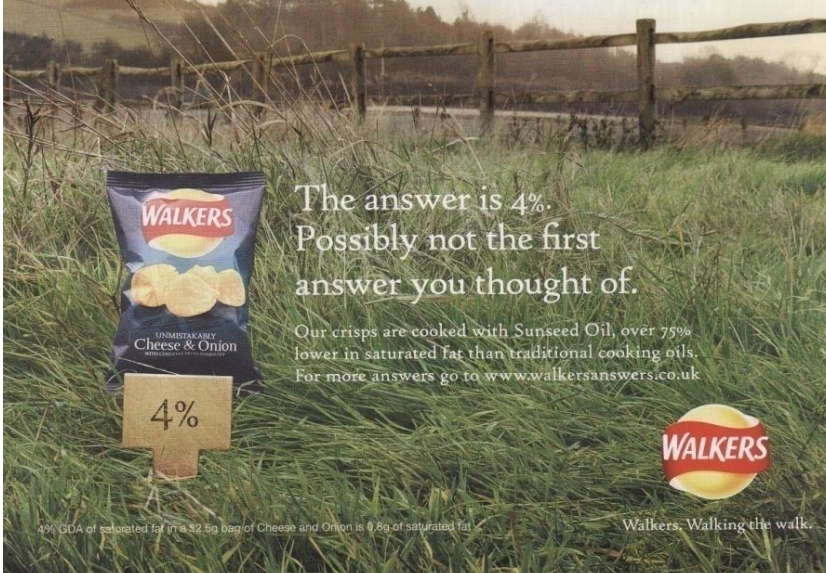


The image shows three bags of Walkers Crisps (Cheese & Onion) standing in a grassy field. In front of each bag is a small wooden sign with a percentage written on it: 4%, 12%, and 20%. The background features a wooden fence and a body of water under a hazy sky.

Based on a 82.5g bag of Cheese and Onion flavour Crisps

Walkers. Walking the walk.

The answer is 4%. Possibly not the first answer you thought of.



The image shows a single bag of Walkers Crisps (Cheese & Onion) standing in a grassy field. In front of the bag is a small wooden sign with the percentage 4% written on it. The background features a wooden fence and a body of water under a hazy sky.

Our crisps are cooked with Sunseed Oil, over 75% lower in saturated fat than traditional cooking oils. For more answers go to [www.walkersanswers.co.uk](http://www.walkersanswers.co.uk)

4% GDA of saturated fat in a 82.5g bag of Cheese and Onion is 0.8g of saturated fat

Walkers. Walking the walk.





**SINCE 1920**  
**STORK**<sup>®</sup>

**MAKE THIS**  
**EASTER**  
**MARBLE-OUS**

**Helping Britain Bake Better Since 1920**  
For a step by step film showing how to make this  
Chocolate Salted Caramel Marble Cake visit:  
**BAKEWITHSTORK.COM**

Unilever<sup>®</sup>



A vertical advertisement for Cold Stone Creamery. The background is dark blue with a pattern of white stars. At the top and bottom are horizontal rows of white stars. The central image shows a round cake with white frosting, chocolate layers, and colorful sprinkles. A slice is cut out and placed next to a waffle cone with light blue ice cream and toppings. The Cold Stone Creamery logo, a circular emblem with a stylized ice cream cone, is positioned above the brand name. The brand name 'COLD STONE' is in large, bold, white letters with a black outline, and 'CREAMERY' is in smaller white letters below it. Below the logo, the text 'MADE IN THE USA' is written in large, white, serif capital letters. At the bottom, a red rectangular box contains the text 'That's right! We make our ice cream fresh everyday!' in white.

**COLD STONE**  
CREAMERY

**MADE IN  
THE USA**

**That's right!  
We make our ice cream  
fresh everyday!**



## NEW PIZZA, NEW DESSERT, NEW DEALS

Our new Spicy Italian pizza has all the passion and flavour the name suggests with double Italian style sausage, flavoursome pepperoni and a sprinkle of crushed chillies, all on our 100% fresh dough base. Try a medium now for just £10.99.

NEW PIZZA





GO SPICY  
FOR JUST  
**£10.99\***  
MEDIUM  
PIZZA

---




### TWO HOT DESSERTS

# FREE<sup>†</sup>

Offer code: AAPJXKLDSE

### WITH ANY XXL PIZZA

\*Excludes Ben & Jerry's ice cream.



A GREAT TIME TO TRY OUR  
NEW CINNAPIE DESSERT

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PAPAJOHNS.CO.UK - THE SMART WAY TO ORDER



To order on the go, tap [papajohns.co.uk](http://papajohns.co.uk) into your phone or scan the QR code. Easy!



Find us at [facebook.com/papajohnsuk](https://facebook.com/papajohnsuk)



Find us at [twitter.com/papajohnsuk](https://twitter.com/papajohnsuk)





Better Ingredients.  
Better Pizza.

**Terms & conditions:** Only one offer per order. Please mention offer when ordering. Add £2.50 for each Stuffed Crust pizza ordered. Minimum order value £8.99. Offer not to be used in conjunction with any other offers. Offers valid at participating stores until 31/04/2014. Offers exclude Papa John's stores in Butlins, Haven Holiday Parks, Ribby Hall Village, stores at Welcome Break, Compass and Tanbridge Wells food courts, on campus and Ireland. Certain items not included. Conditions apply – please check for details. All prices include VAT at the standard applicable rate. Prices may be subject to change without notice. Menu items subject to availability. Side orders are only delivered when purchased with a pizza. Our stated pizza sizes are approximate prior to cooking. **Some of our meat toppings, desserts and ice creams may contain traces of nuts. If you suffer from an allergy or food intolerance please visit our website, where you will find full details of allergens in our food. Chicken Poppers, Chargrilled Chicken and Ham toppings may contain traces of bone. Peanut Butter Ben and Jerry's ice cream contains nuts. Pepsi, Diet Pepsi, Pepsi Max, 7UP Free and Mountain Dew are registered trademarks of PEPSCO INC. Tango and Drenth are registered trademarks of Britvic Soft Drinks Limited. All rights reserved. Free delivery within specified area. Subject to minimum order value. Vouchers: Each voucher has no cash value. Voucher must be presented on delivery or collection to validate discount. Cannot be used in conjunction with any other offer or discount. Only one voucher per order.**