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**INTERTEXTUALITY: A SPACE FOR LINGUISTIC  
CREATIVITY IN ADVERTISEMENT**

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**Abstract**

*Language is a medium of communication. The efficacy of communication reaches its peak when it comes to human communication. Language and Media marketing is an arena where human utilize his linguistic creativity at the best. The language employed in advertising happens to be very catchy and highly loaded in the sense that it subsumes so many extra textual considerations. Intertextuality has tremendously widened the space for creativity and for the study of the new horizons and more dynamic aspects of language. The current paper aims at analyzing the intertextuality and its various forms in advertising. The study explores how intertextuality is used to put certain effects on the readers and attract them to buy that particular product. The main goal of advertising is to gain readers' trust and interest positively. This is achieved through such advertisements which appeal to the readers.*

*A qualitative descriptive study is adopted to carry out the present topic. Data have been furnished from all modes and forms of advertisements. The researcher also used the dialogue of the celebrities from movies in the context of intertextuality.*

**Key Words:** Intertextuality, Advertisement, Loaded Language, Creativity

**Introduction**

An advertisement is the best way to communicate to the customers. Advertisements in mass media are fascinating, exciting and creative in this world of globalization. They are part and parcel of our day to day life. It plays a vital role for a Company to promote its sales and increases revenues. Almost all the ads use taglines to attract the Customers. Everything matters in an

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advertisement; the kind of color background, people who are appearing, the words used by the people and any other specific detail in a particular advertisement. The culture Depicted in advertisements plays a crucial role in promoting the particular product of a company. It needs a lot of imagination and creativity. Advertisers use the manipulation of language to create claims that suggest something about their products without directly claiming it to be true. Through this method (language), consumers are attracted to a product from its claim even though those things are often true of the product itself. Companies rely heavily on their slogans, jingles, and advertisements to make a profit, and the language used in these various forms of media have a huge impact on their effects on the consumers.

### **Importance of Language in Advertisement**

Language is a powerful tool for a human being to communicate with others effectively. The kind of language used in advertisements, in mass media, in leading journals and newspapers brought big success to companies. Language has a powerful influence over people and their behavior. This is especially true in the field of marketing and advertising. The choice of language to convey specific message with the intention of influencing people is vitally important. Visual content and design in advertising have a very great impact on the consumer, but it is language that helps people to identify a product and remember it. Advertising has probably become one of the most powerful communication tools used by marketers to communicate their message to the target audience.

Advertising takes many forms, but in most of them language is of crucial importance (Vestergaard & Schroder 1985). The powerful influence of language over the people and their behavior is also true with the realm of marketing and advertising. The choice of language to convey specific message with the intension of influencing people is vitally important in advertisement. Language used by copywriter in advertisement differs drastically from the conventional language. Leech in his book (Leech 1972: 25) writes, that the language of advertising belongs to so called '**loaded language.**' Leech says that loaded language has the aim to change the will, opinions, or attitudes of its audience. To persuade people to buy the product is the main purpose of the advertising. For achieving the purpose Copywriters create uncommon, surprising, interesting texts with catchy slogans or phrases to lure the audience into buying the products.

### **Intertextuality in Advertising**

Nowadays the visual culture has radically changed our conception of the world and has widened the space for creativity. Media text like advertising has contributed a lot to the legitimization and transformation of social practices. In such processes; it has become intertextual to varied texts drawn from different fields. The use of intertextuality in advertising is a conscious strategy that keeps viewers busy in the interpretive activity and thus makes ad texts creative, attractive and memorable. To gain the readers' interest positively is certainly the ultimate goal in advertising. This is achieved, as Sillars (1991) explained, through expressing values to the knowledge of, and mostly appreciated by the readers to promote a brand or service. No strategies are serving such a goal better than intertextuality.

Etymologically the word *intertextuality* means a text among texts. It is a kind of relationship by which texts are interwoven with each other, that is, every text is an absorption and transformation of other texts.

Intertextuality is commonly found in advertisements these days. Julia Kristeva distributed text into two axes, one the horizontal and the other is vertical. Horizontal refers to connection of author and reader to a text and vertical defines the connection and relationship of one text to the other text (Kristeva & Moi, 1986, p. 109-147).

The intertextual relationship in advertising can arouse people's attention, memory, interest and desire, and then stimulate their purchasing action, as it is natural for people to accept things, they are familiar with. Many linguists and scholars show a great interest in intertextuality in advertising and have also done research on the forms and functions of intertextuality in advertising language. Cook (2001: 220) opines that Intertextuality is one of the "common practices" which may contribute in reshaping identities and attitudes. It derives its meaning from shared knowledge between the users and the readers that enable the readers to grasp the covert meaning of the advertisement.

While discussing the intertextuality it is also to be noticed that the advertiser does not select the text or discourse of an advertisement haphazardly, rather keeping the character and background of the reader, the sign value of the commodity in mind he selects the texts and discourses that will suitably fit into the context. In Indian scenario advertising texts are found intertextual to socio-cultural contexts, myths, folk songs and tales, movies, popular songs, scientific discourse and so on.

## **Types of Intertextualities**

Writers have divided the intertextuality differently according to its function in the text. Since in a multimodal text, mode is the essential unit of expression it is easier to divide the types of intertextualities available in advertising into intra-modal and inter-modal. The intra-modal intertextuality is further divided into visual, aural and linguistic in accordance to the elements available in an ad text. On the other hand, inter-modal intertextuality may be considered as structural occurrences which in fact are intermodal translation or allusion to a different mode. The following is an account of some of the intertextuality

### **Linguistic Intertextuality**

Linguistic intertextuality is one of the most important intertextualities which is displayed pervasively in advertisement. Since linguistic signs have two modes of expression as visual and aural linguistic intertextuality in advertising may be considered as visual or aural representation of words, dialogues, proverbs and quotations from other texts.

1. The re-occurrence of popular dialogues from movies is also frequently found in Indian advertising. One of the recent advertisements used as tag line of boat life style is **“Plug Into Nirvana”**.



The aforementioned tag line contains a word namely “Nirvana” which bears a holistic and authentic view aligned with the religious connotation. (In Hinduism and Buddhism); the word means the beatitude that transcends the cycle of reincarnation; characterized by the extinction of desire and suffering and individual consciousness It touches the reader greatly and urges him/her for a quick response. Nirvana is the attainment of complete peace, free from all desire and reaching the state of enlightenment- and the perfect music has made it easier to connect with soul and peaceful. The tagline of the advertisement supports-

plugging into peace and freedom, creating a barrier between you and the world which is full of sin.

2. The re-occurrence of popular dialogues from movies is also frequently found in Indian advertising.



The recent advertisement of popular Boroplus Antiseptic cream is based on the very famous Bollywood dialogue “*Rishte me to ham tumhare baap hote / lagte hai, aur naam he shahenshah*” in the parallel way “*Rishte me to ye saare kireem ke baap hote hai aur naam he Boroplus.*” It is to be noticed here that the copy writer has altered the Amitaab’s dialogue wittily to amuse the audience and consequently to lure them in buying the product. Words and phrases are part and parcel of discourse which carries a particular meaning underpinning by context. Sometime copywriter takes a word from a discourse and use sit in advertising language.

### 3. Mentos “Dimaag Kee Batti Jalade”



Mentos is a refreshing sweet having a cool effect. This company has made an ad in which they have shown the evolution process of Man. It's like an allegorical story animals are being used here. This ad starts where a Monkey is pulling a cart, without wheels. And Donkey is just riding on that cart. First message which audience gets is that Donkey is superior. The cart is without wheels, this gives another message that human race is not developed still. Then Monkey finds a Mentos from the ground and offers it to the Donkey. Donkey refuses, and monkey eats Mentos. After eating Mentos monkey takes a round of Earth and through a process of evolution turns into a man. This thing correlates with the slogan of this ad that Mentos “Dimaag kee batti jalade” which means that after eating Mentos; monkey's mind has lightened up and he developed suddenly. This ad is giving another message also that a man who first became dull and worse than animal even, that he was pulling the cart for the donkey (in form of Monkey) has now become active again by eating Mentos. So here intertextuality is very clearly depicted by creating a relation between the story and slogan of the ad, like even monkey has turned into man by eating Mentos because its brain gets lightened up.

#### **Conclusion**

By using intertextuality, the advertising agencies purposefully reflect the culture, norms, religion, and allusion in their advertisements to attract their audiences. The study extracted different composition and presentation of the advertisements taken from newspapers which were appealing to the interests. Although such things which are shown in the pictures are common in the society but intention of the advertising is to keep the interest of the readers to the promoted products.

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