

## Language of Advertising: A Study of Persuasive Strategies in Advertisements in Electronic Media of Kashmir Valley

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### Language of Advertising

Advertising is a form of communication which is aimed at selling a product, service or an idea by using various media like TV, radio, newspapers, magazines and internet etc. Its key purpose is to persuade the consumers in order to get them disposed towards the product, service or an idea on offer. It is a sort of communication which is packed with different connotations being expressed using various figures of speech out of the linguistic stock available to the advertiser.

Language of advertising has a specific function in terms of getting the specific response from the target audience. According to Crystal (1995:388), "Despite the glossy format, the memorable image, and the famous personality, it is language which make or break an ad". Although visualization and design of an ad message contribute a lot in conveying the intended message but it is language that happens to be a powerful tool to get the message across the target audience. It is the use of language which makes ads worth mentioning on T.V., radio, newspapers, and magazines. A well designed advertisement attracts and grabs the receiver's attention. The purpose of advertisement language is to convince the audience to buy various products by using different persuasive techniques. Advertisers make use of jingles, slogans, and logos to make the audience to remember the product. According to Dyers (1982:139), "Advertising language is of course a loaded language. Its primary aim is to attract our attention and dispose us favourably towards the product or service on offer".

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### **Persuasive Strategies in Advertisements**

Persuasion is defined as an intentional form of communication in which a deliberate attempt is made to convince or direct the person or group of the persons towards a point by making use of vivid and careful language. The most obvious form of persuasion is seen in advertising, where advertisers try to make the audience change or alter their attitudes and behavior with the help of persuasive ad messages. Persuasion plays a central role in making audience feel that the product or service is meant for them and that it suits their interests.

Perloff (2003:8) defines persuasion “as a symbolic process in which communicators try to convince other people to change their attitude or behavior regarding an issue through transmission of a message, in an atmosphere of their choice.” Given the importance of persuasion in every bit of our lives, advertisers take advantage of this fact and devise ad messages in such a way so that the audience is persuaded according to their aspirations. Advertisers try to figure out the best persuasive strategies for getting the target audience do exactly what they want them to do so.

It has been observed that advertisers express messages through the use of various linguistic techniques and devices at their disposal to produce desired effect and interest in the audience. Ads are directed towards audience in order to catch the attention of consumers, and motivate them to use a specific product or service. An advertisement is an argument which needs to be persuasive so as to get the desired results. Given this fact, an advertisement is an argument that may be laden with a need and an appeal (emotional and rational) as persuasive strategies.

Ad messages appeal to the needs and wants of the consumers. At times, it is observed that some ad message strikes on the need of the audience to tempt them for the product. An appeal is something that makes an ad message striking to the audience. Jethwaney (1999:107) suggests that, “The selling message is the key communication proposition, also referred to as the appeal.” Love, friendship, fear, happiness, security, sex, greed and uniqueness etc. are the feelings that are targeted most by advertisers in order to persuade the target audience. For, example, the feeling of an

executive getting embarrassed at an important meeting for not wearing a branded shirt is a strong appeal. Appeals either make us emotional or make us to feel rational and compel us to make a purchase or take an action. Appeals are linked to the basic needs of the audience in order to grab their attention and make them disposed towards the ad message. The advertisers take advantage of various needs that surround a consumer throughout his/her life and devise ad messages accordingly.

Keeping in view the above discussions, an attempt has been made to identify persuasive strategies in some ads as found in electronic media of Kashmir valley applying both central route and peripheral route of ELM. In this perspective, examples of ad messages in Kashmiri, Urdu and English languages are given below.

### **Elaboration Likelihood Model**

According to Perloff (2003:129), "ELM refers to the two routes to persuasion as the central and peripheral routes, or central and peripheral processes." Central route to persuasion occurs when the attitude of the audience or individuals, is changed as a result of thoughtful consideration of the message. Central route covers the use of cogent arguments that appeal to logic and reason. While as peripheral route to persuasion occurs when the attitude of the audience or individuals, is changed as result of using simplistic cues of the message. These cues include music, attractiveness and, at times, emotional appeals.

According to this model, messages are processed with different levels of elaboration. It makes emphasis on the fact that people process information differently using high and low involvement. Under high involvement people try to process message utilizing central route of persuasion and under low involvement message is processed using peripheral route of persuasion. High involvement products may include residential apartments, cars, fridges and washing machines etc. and low involvement items like chocolates, chips, daily food items which are purchased on daily basis.

### **Advertising in Kashmir Valley**

In Kashmir valley, advertising business has grown tremendously both in print and electronic media. Information about variety of products and services has been possible only because of advertising. It has not only helped people to find quickly what they want to buy but it also educates them to make effective selection of products. Electronic media is one of the attractive media of advertising in Kashmir Valley which comprises of TV and radio.

In radio advertising an ad message is generally presented in the form of dialogue between friends, neighbours, shop-keeper and customer, husband and wife, etc. Language content plays a pivotal role in case of radio advertising as the ad message cannot be presented with the help of pictures and visual effects. In case of T.V. advertisements, all that can be presented is the combination of oral and visual messages. T.V. advertisements use language along with the pictorial presentation and sound effects. Generally, the language of advertisement in Kashmir Valley is very interesting in terms of its usage by the advertisers. Products and services are being promoted by exploiting various features of language.

The ad designers use language in a very poetic and artistic manner to produce desire and induce action in the target audience. With the birth of new private channels, the advertising business has increased tremendously. There are a good number of private T.V channels operating in Kashmir Valley. Hundreds of ads can be seen during news programmes, political debates, and other programs of entertainment. The ads are mainly found in three languages, namely Kashmiri, Urdu and English. All the three languages are important as far as the linguistic set up of the Kashmir valley is concerned. Kashmiri is the mother tongue of the majority of people in the valley, while as Urdu forms the official language of J&K state. English, being the global language, holds a prestigious position in the linguistic scenario of the valley. It is also used as the medium of instruction in Jammu and Kashmir State.

## Methodology

The data for the present study was collected from the electronic media, i.e., TV and radio of Kashmir valley. Ads were collected from Radio Kashmir Srinagar, DD Kashir, Doordarshan Kendra Srinagar. Private TV channels namely Take 1, Sen channel and Mauj Kashir. As far as methodology of the present study is concerned, advertisements were first of all recorded and then transcribed phonetically. About 8 ads were chosen for the purpose of analysis. Ads were interpreted on the basis of persuasive lines. An attempt was made to identify the factors that make advertisements persuasive and appealing to the target audience. The persuasive strategies adopted in these ads were analyzed by applying the Elaboration Likelihood Model of persuasion.

## Analysis

### Kashmiri Advertisements

#### 1. ADVERTISEMENT

A: VASTAI BALAI LAGAI VA:ZVA:IN RANZIII TIYUTHI ZI SAILAR GATSAN  
THEKITHI NERIN

[GLOSS: MASTER CHIEF, PLEASE PREPARE SUCH A FEAST SO THAT ALL  
THE GUESTS

LEAVE WITH LOTS OF APPRECIATION.]

B: HA: HAJ BAI BAMBAR MI VAN SIRIPH MASA:LI KAM CHE: ANMIT

[GLOSS: OH, MADAM, DON'T PANIC, ONLY TELL ME WHICH SPICES HAVE  
YOU BROUGHT?]

A: HASA: TSE VONUTH SHA:N-E- DARBA:R MASA:LI ANIZI

[GLOSS: AS INSTRUCTED BY YOU I HAVE BOUGHT SHAN-E- DARBAR  
SPICES]

B: ADI TELI MATE HETI PHIKIR SHA:N-E- DARBA: LEDIR ,  
MATSRIVANGAN, KEMI

MASA:LI, TI BIRYA:NI: MASA:LI CHI VA:ZVA:NAS SHIUEB ANA:N

[GLOSS: THEN DON'T WORRY, SHAN-E-DARBAR SPICES LIKE TURMERIC,  
CHILLY

POWDER, KIMA SPICE, BIRYANI SPICE ADD FLAVOR AND ELEGANCE TO  
THE DISHES]

A: A: AZ KARIV SHA:N-E- DARBA:R MASA:LI ISTEMA:L

[GLOSS: YES, USE SHAN-E- DARBAR SPICES]

(RADIO KASHMIR SRINAGAR)



<p><i>KEY WORDS IN ADVERTISEMENTS</i></p>	<p><i>VA:ZVA:N(FEAST),SA:LAR(GUESTS),THEKIN (APPRECIATION), SHAN-E- DARBAR SPICES AND SHU:B (GRACE AND ELEGANCE).</i></p>
<p><i>CENTRAL THEME OF THE ADVERTISEMENT</i></p>	<p><i>TO MAKE THE AUDIENCE REALIZE THAT THE ABOVE MENTIONED SPICES BRING FRAGRANCE TO THE DISHES, ADD FLAVOR TO THESE AND ARE, THEREFORE, LIKED BY EVERYONE.</i></p>
<p><i>APPEAL USED</i></p>	<p><i>RATIONAL APPEAL IS USED IN THE AD AS THE ISSUE OF MAKING A GRAND FEAST AT KASHMIRI WEDDINGS IS OF GREAT CONCERN.</i></p>
<p><i>POSSIBLE OUTCOME</i></p>	<p><i>TARGET AUDIENCE LIKELY TO PROCESS THE AD MESSAGE USING CENTRAL ROUTE OF PERSUASION AS THE MESSAGE IS LIKELY TO BE TAKEN OF PERSONAL RELEVANCE BY THE AUDIENCE.</i></p>

**Table .1**

**Persuasive Strategy**

Advertisement is in the form of a conversation between Kashmiri chef and a woman who intends to give a grand feast to the in-laws of her daughter. The ad message highlights the apprehension on the part of the host whether the feast served to the daughter’s in-laws will be liked by them or not. The use of “Shan-e- Darbar” Spices in the preparation of the grand feast helps the host to overcome of the apprehensions to some extent and the satisfaction derived thereof serves as the persuasive strategy used in this ad message.

The advertise meant message is likely to be processed by using central route of persuasion as the issue of marriage is of utmost concern to the audience. In Kashmir valley the feast given to the daughter’s in-laws has

to be magnificent and grand, therefore, the above ad message will likely be of utmost scrutiny on the part of audience.

**1. Advertisement**

*Sau phi:sad khA:lis tl a:la:tar adphar adphar masa:ll adphar*  
 [Adfar spices (are) hundred percent pure and best of all.]

*Siun bana:n m'u:Th lazi:z zabar adphar adphar masa:ll adphar*

[(It) makes dishes tasty and nice.]

*Kheni vizi lata:phat mushki adphar*

[While eating (it) gives good aroma and taste.]

*Tabiyat ti roza:n cheyi behtar*

[(It) keeps health all right.]

*Mehma:n nawA:zi: seTha: behtar adphar adphar masa:ll adphar*

[(It) is the best way of hospitality.]

*Va:zva:n A:'stan ya kanh mehphil adphar masa:ll chui amiuk zA:min*

[Whether it is Vazvan or any other party, Adfar spices are a guarantee for the success.]

*Sa:ph pure tl a:la:tar masa:ll adphar*

[Adfar spices (are) hygienic, pure and best.]

*Adphar masa:ll chu va:di manz har ja:yi dastiya:b*

[ Adfar spices are available at all places in the valley.] (Take 1 channel.)

<p>Key words in advertisement</p>	<p>sau phi:sad (100%), khA:lis (pure), a:la:tar (best), m'u:Th (sweet), lazi:z (tasty), zabar (nice), lata:phat (flavorsome), mushki adfar (aroma), tabiyat (health), mehma:n nawA:zi: (hospitality), sa:ph (hygeinic) etc.</p>
<p>Central theme of the advertisement</p>	<p>To make the audience feel the</p>

	flavor and aroma associated with the above mentioned spice.
Appeal used	Given arguments in the ad message, it is likely to play with the emotions of the target audience especially house wives and food lovers.
Possible outcome	The above ad message is likely to be processed by using peripheral route of persuasion as the arguments given in the advertisement are filled with emotive words as can be seen in the ad message.

**Table. 2**

### **Persuasive Strategy**

The emotionally charged word and phrases given in the ad message as mentioned in the table 2 above function as the persuasive strategy. Such arguments are likely to induce a great deal of emotional reactions in the target audience so as to make them believe that by consuming the 'Adfar spices', they would get the benefits of good health and hygiene.

#### **2. ADVERTISEMENT**

W: LU:KAN HIND BA:G VUCHIT CHUM PHOLA:N DIL ADI TSE CHI:  
PUSHRA:N

ADLI BADLI BA:GI DAVA:H TI THADI CHI KHA:LA:N BIL

*[GLOSS: AFTER LOOKING AT THE FIELDS OF OTHER PEOPLE MY HEART  
IS DELIGHTED,*

*BUT WHEN IT COMES TO YOU ONLY SUBSTANDARD FIELD MEDICINE IS  
GIVEN TO YOU AGAINST HEAVY BILL]*

H: YUHUS NASA: CHE SO KATH BIHASA: ANI AZ' A:ZMU:D TI KA:RGAR  
DAVA:H



ENVIL AHANSA: A: ENVIL BA:GI DAVA:H YATH SARI: BAGI VAL<sup>\*</sup>  
TARI:PHAI

TARI:PH CHI KARA:N

[GLOSS: IT WON'T HAPPEN THIS YEAR. I WILL BRING PROVEN AND EFFECTIVE

PESTICIDE ANVIL WHICH IS ADMIRERD BY EVERYBODY.]

W KHABAR KYA:ZI

[GLOSS: BUT WHY?]

H ENVIL BA:GI DAVA:H CHU SKEB, PAVDARI: MILDIV, ALTARNERIYA,  
PAN

VAS' PENI NISHEN BEMA:REN MULI MONJI GALITH NAV JAVANI:  
DIVA:N

[GLOSS: IT IS BECAUSE ANVIL GIVES NEW LIFE TO THE FIELDS AND REMOVES THE CROP

DISEASE FROM ROOTS AND FIGHTS AGAINST THE DISEASES LIKE SCAB POWDERY

MILDEW, ALTERNARIA, AND ALSO PREVENTS PREMATURE FALLING OF LEAVES.]

(RADIO KASHMIR SRINAGAR)

<p>KEY WORDS IN ADVERTISEMENT</p>	<p>BA:G(FIELDS), A:ZMU:D (PROVEN), KA:RGAR(EFFECTIVE), BA:GI DAVA:H ENVIL (PESTICIDE NAMELY ANVIL), SKEB PAVDARI: MILDIV (SCAB POWDERY MILDEW), ALTARNERIYA (ALTERNARIA).</p>
<p>CENTRAL THEME OF THE ADVERTISEMENT</p>	<p>DESTRUCTION DONE TO THE OF CROPS LIKE APPLE OR ANY OTHER CROP BY VARIOUS DISEASES LIKE SCAB, POWDERY MILDEW, ALTERNARIA, PREMATURE FALLING OF LEAVES AND OTHER DISEASES AND THEIR PREVENTIVE MEASURE BY USING PESTICIDE NAMELY ANVIL.</p>
<p>APPEAL USED</p>	<p>SAVING THE APPLE ORCHARD FROM VARIOUS</p>

	<i>DISEASES BY USING THE RECOMMENDED PESTICIDE.</i>
<i>POSSIBLE OUTCOME</i>	<i>LIKELY TO BE PROCESSED USING CENTRAL ROUTE.</i>

**Table .3**

### **Persuasive Strategy**

The conversation is between wife 'W' and Husband 'H'. The harm caused to the crops is of great concern to the apple growers and the remedy of various crop diseases by using pesticide "Anvil" is used as the persuasive strategy in the above advertisement.

The above ad message is of primary importance to the persons associated with farming practices and whose bread and butter is dependent on such activities. Therefore the message is likely to be processed via central route of persuasion.

### **Urdu Advertisements**

#### **2. ADVERTISEMENT**

QUALITY AUR SERVICE KE ETBAR SE JEWELLERY KI DUNIYA MEIN EK BHAROSEMAND NAAM LAABH

*[GLOSS: WHEN IT COMES TO QUALITY AND SERVICE, LAABH IS THE TRUSTED NAME THAT YOU CAN RELY ON IN THE WORLD OF JEWELLERY.]*

HAMARA MOTTO HAI SELL AND BUY ONLY 22 CARAT GOLD

*[GLOSS: OUR ONLY MOTIVE IS TO BUY AND SELL 22 CARAT GOLD.]*

Laabh Jewellers Srinagar (Sen Channel)

Key words in ad	Quality, service, etbar (trust), jewellery ki duniya (world of jewellery), bharosemand (trustworthy), Laabh, motto, sell and buy 22 carat gold.
Central theme of the advertisement	To develop faith and trust of the audience on the above mentioned jewellery shop.
Appeal used	Words given in the ad like trust,

	quality, service motto to sell and buy only 22 carat gold may appeal to the the audience.
Possible outcome	Given the arguments in the ad message, it is likely to be processed centrally.

Table. 4

### Persuasive Strategy

*THE ABOVE ADVERTISEMENT IS LADEN WITH RATIONAL APPEAL WHICH CAN BE SEEN IN THE WORDS LIKE 'QUALITY', 'SERVICE', 'BHAROSEMAND (RELIABLE), 'MOTTO' AND 'SELL AND BUY ONLY 22 CARAT GOLD'. ITEMS LIKE GOLD, HOUSE, CAR ETC. ARE NOT PURCHASED ON REGULAR BASIS, THEREFORE, AD MESSAGES FOR SUCH ITEMS ARE LADEN WITH ALL POSSIBLE MEANS OF RATIONAL AND LOGIC BASED ARGUMENTS. ARGUMENTS LIKE QUALITY AND SERVICE, 22 CARAT GOLD HAS BEEN USED AS THE PERSUASIVE STRATEGIES IN THE ABOVE AD MESSAGE.*

### 3. ADVERTISEMENT

*Cigarette noshi: say dimaag ki rag phat sakti hai  
ankhon ki roshni mutasir hosakti hai.*

[Gloss: Cigarette smoking can cause nerve damage, it can affect eye sight.]

*TB Bronchitis ho sakta hai.*

[Gloss: It can cause bronchitis.]

*Cigarette peenay se Alzeimiers disease ho sakti hai, mouth cancer, lung cancer, stomach cancer ho sakta hai*

[Gloss: Cigarette smoking can cause Alzheimer's disease, mouth cancer, lung cancer and stomach cancer too.]

*Cigarette noshi apki jan le sakti hai*

[Gloss: Cigarette smoking can cause your death.]

*Cigarette noshi phauran tark karein*

[Gloss: Give up cigarette smoking.]

(Radio Kashmir, Srinagar.)

Key words in ad	Cigarette smoking, brain damage,
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	eyesight. TB, bronchitis, Alzheimer's disease, mouth cancer, lung cancer, stomach cancer. death. to give up cigarette smoking.
Central theme of the advertisement	To make the target audience know the dreadful diseases caused by the cigarette smoking.
Appeal used	Fear appeal is used in the ad.
Possible outcome	Target audience may take the message as of personal relevance. Therefore, ad message is likely to be processed using central route of persuasion.

**Table. 5**

### **Persuasive Strategy**

Above mentioned ad message has used all possible fear elements so that it will create maximum fear in the target audience. Advertiser tries to arouse fear in the audience by citing various dreadful diseases caused by cigarette smoking. Mention of some dreadful and frightful diseases associated with the cigarette smoking has been used as a persuasive strategy.

#### **4. Advertisement**

*Cable car Cable car Cable car*

*Kashmir jannate Benazir kehlata hai*

[Gloss: Kashmir is known as Paradise on earth.]

*Aur is jannat ko Gulmarg Gondola char chand laga deta hai*

[Gloss: And Gulmarg Gondola adds to its beauty.

*Duniya ki sabse highest cable car*

[Gloss: World's highest cable car]

*Kya aap pahadon ko cheer kar Gulmarg Gondola mein baith ke jannat ki sair nahi karna chahte hain?*

[Gloss: Don't you want to see the paradise.]

*To aaiye kyunki jannat apka intezaar kar rahi hai*

[Gloss: Come, paradise is waiting for you.]  
Gondola the world's highest Cable car

Key words in ad	Cable car, Kashmir, jannate Benazir (paradise), Gulmarg Gondola, highest cable car, pahad (mountains), and jannat ki sair (visit to paradise).
Central theme of the advertisement	To make the audience feel the beauty of Gulmarg and the sensation and excitement associated with the Gondola ride.
Appeal used	Emotional appeal is used in the ad.
Possible outcome	Given the emotionally charged arguments about the tourist destination namely Gulmarg Gondola and excitement associated with this place, it is likely to be processed using peripheral route.

**Table. 6**

### **Persuasive Strategy**

The above ad message is about a famous tourist destination namely Gulmarg which is known as the Switzerland of Kashmir. The scenic beauty and heart stealing views of this place has made it won name and fame all over the world. Its main attraction is the Gondola cable car which has been used as a persuasive strategy of this ad message. Given the emotional arguments in the ad message, it is likely to be processed using peripheral route of persuasion.

### **English Advertisements**

#### **1. Advertisement**

*Does your child go to a smart class?*

*One day all schools will teach this way*

*Educom Smart Class*

*So what are you waiting for?*

*Come and enroll your kid and take the advantage of Educom System*

*We provide all the facilities of modern school  
Before you enroll your kid in any school, come for a live demo and see the  
difference (92.7 FM Radio Station, Srinagar)*

Key words in the advertisement	Educom Smart class, child, facilities of modern school, and live demo.
Central theme of the advertisement	To make the responsible parents know the value and importance of educating their kids in Educom Smart Class.
Appeal used	Curiosity appeal has been used by the advertiser.
Possible outcome	Given the logic based arguments and issues relating to the child education in the above ad message, it is likely to be processed using central route of persuasion.

**Table. 7**

### **Persuasive Strategy**

In the above advertisement, the persuasive strategy lies in the promise made by the Educom Smart Class in providing smart education to the child with all the facilities of modern education system. Advertiser has touched upon the apprehension and genuine worry of the parents. Every responsible parent would be curious about his or her child's education and therefore, would wish to give the best education possible to his/her child. Parents not only want their kids to get good education but acquire all round development in terms of education and other activities.

### **2. ADVERTISEMENT**

HONDA HONDA HONDA  
THE BIKE OF NEW GENERATION  
COLLEGE GIRLS, COLLEGE BOYS



HONDA HONDA HONDA  
THE BIKE OF NEW GENERATION (*TAKE 1 CHANNEL*)

<i>KEY WORDS IN ADVERTISEMENT</i>	<i>BIKE OF NEW GENERATION, COLLEGE GIRL, COLLEGE BOYS.</i>
<i>CENTRAL THEME OF THE AD</i>	<i>TO MAKE THE AUDIENCE FEEL THE ENJOYMENT AND FUN ASSOCIATED WITH THE HONDA BIKE.</i>
<i>APPEAL USED</i>	<i>EMOTIONAL APPEAL IS USED.</i>
<i>POSSIBLE OUTCOME</i>	<i>GIVEN THE EMOTIONALLY CHARGED ARGUMENTS LIKE 'HONDA IS THE BIKE OF NEW GENERATION' IT IS LIKELY TO BE PROCESSED USING PERIPHERAL ROUTE OF PERSUASION.</i>

TABLE. 8

### Persuasive Strategy

In the above ad message the line 'Honda is the bike of new generation, for college boys and college girls' has been used as persuasive strategy. In the ad, a group of young boys and girls are shown to be riding happily on the Honda bikes. They are shown shouting with joy and enjoying while riding the bike. This picture is likely to make all the youngsters believe that if they get the Honda bike they also will be in high spirits and taking pleasure in riding the bike. In the above advertisement, the emotional appeal is in the line 'The bike of new generation' which is likely to make the college going boys and girls emotionally driven towards the ad message and make them believe that Honda Bike is for them as they belong to the new generation.

### Conclusion

Persuasion is an important component in advertisements as it helps to make an argument or ad message compelling and appealing to the audience. The present paper is a reflection of the fact that the field of advertising in Kashmir is gaining popularity day by day. Kashmiri, the mother tongue of majority of people in Kashmir valley, is not used in print

media but finds its place in electronic media especially on radio and, to some extent, in audio-visual media besides Urdu and English, which get enough coverage in all media. Persuasive strategies are the techniques that play a significant role in making the target audience alter their attitudes and behaviors. In the present paper, an attempt has been made to identify various persuasive techniques used in the advertisements of Kashmir valley. Analysis of the sample revealed that advertisers take advantage of the techniques like appeals and needs of the target audience in order to devise the ad messages accordingly.

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